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The world of gelato is growing quickly. This is clear from the latest data and the great success of the trade fairs, starting with Sigep in Rimini, which has become an indispensable international event. Italian food and pastry continue to reap success and to receive unanimous approval from all four corners of the globe. We make fashion, we make quality, we set the trends. A heritage to be preserved and to constantly feed with passion and determination.

With puntolitaly we are coming off a very intense period of travel and international trade fairs. In particular we had great success in January, with the distribution of our magazines in all shuttle buses traveling to and from the airports connected to Sigep in Rimini.

In this issue you will find extensive reports on the most significant events in the world, with a particular eye on the Salon du Chocolat in Milan and, as always, a broad overview of the world’s fairs that we attended.

We dedicated the cover of this issue to a great Italian gelato artisan, known and respected by all. Sergio Dondoli, true “Tuscan” and great professional. We even have a great interview with him that you will find at the beginning of the magazine.

I almost forgot! The puntolitaly website is all new. Completely renewed and full of information. You can see it as always at: www.puntoitaly.org

See you soon!

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The last King of Italy!

When the Queen came into the gelato shop and asked me, “How are you, Sergio?” my first instinct was to run over to her and give her a hug!

By Franco Cesare Puglisi
The eyes of Sergio Dondoli still sparkle when he remembers that meeting that was so unique, so spontaneous, so regal!

What does it feel like to be called the most famous gelato artisan in the world?
I am amazed by the enormous popularity that I have enjoyed in recent years, a bit all over the world. I also feel a lot of responsibility towards the “profession” that I represent on every occasion. I always try to give my best, in the name of a fantastic trade. I’ve been doing this work for 30 years. For me the work has never been a cross to bear, but rather a passion! A few days ago a couple from Finland asked to take a selfie with me, because they say that I am very famous in their country. In Finland? Unbelievable...

All this success comes from what, how did it happen?
I think people perceive that in my gelato there is a part of myself, it’s almost physical, a relationship of infinite love. My gelato is so personal that customers find me in the product! Like Santa Fina Cream (PDO Saffron from San Gimignano, pralined pine nuts from Pisa, vanilla bean) - pure poetry! Or Rosemary Baby sorbet (raspberry and rosemary), or perhaps Black Venus (blackberry sorbet with lavender), a wonderful marriage.

What was your big break on an international level?
For sure when I met Tony Blair, at the time the British Prime Minister. A true friendship. When he was in Italy and I had the pleasure of eating with him and his family, the Italian and foreign media went crazy. They described me as “Sergio Dondoli, Tony Blair’s personal gelatiere.” Then my popularity grew gradually through an increasing number of contacts with people from the world of entertainment and sports.

We understand that today Gelateria Dondoli is the supplier of several high-ranking families and even European royalty?
True. We supply many nobles and various royal families. But don’t ask me which ones. But I can tell you an anecdote from a few years ago. When the Queen came into the gelato shop and asked me, “How are you, Sergio?” my first instinct was to run over to her and give her a hug! Then I stopped at the door of the shop and realized that she had 25 people behind her, including relatives and an entourage. Well, she asked me for a cone of gelato for each of them, choosing herself the flavours for each person. So I asked her how she managed to know and decide...
what everybody wanted and her answer was: “I’m the Queen, I decide!”

Your experience over the course of many editions of the Gelato World Cup, of which you are one of the organizers, has given you a chance to see the way different countries work. What has struck you the most?
The different schools of thought. The many facets that each team brought as professional growth. For example: France’s search for detail and beauty, Spain’s wonderful cuisine, especially Basque and Catalan, and how it was transferred to gelato. The Argentine school, wonderful, with a very high quality gelato, maybe the best in the world today.

What is the most important professional insight of your career?
Having had the insight to work right away with great chefs. Understanding recipes with their thousand unique characteristics. Feeling myself to be a “Savory Gelato Artisan” lent to the magic world of sweets. I feel like a pioneer, something awoke inside me, showed me the way.

The biggest regret of your career?
Honestly I don’t think I have any big regrets. But this trade has occupied a great deal of my time, which means that I spent a lot less time with my family. Now I have to make up. What I failed to do as a father I’ve got to do as a grandfather!

The Dondoli gelato shop is located in San Gimignano, one of the most beautiful Italian cities. Often tourist guides list your shop as one of the things that can’t be missed during a visit to the city. That’s pretty unusual, isn’t it?
It’s true, there are many tours that show up here with coach buses. Floods of tourists arrive who want our gelato, and, if possible, to see the gelato artisan, the famous one... It’s funny, but it makes us hugely popular and provides us a lot of work. So we have been added as a tourist attraction to several national and international guides.

What does the future hold for gelato?
I see a future with a few shadows but many opportu-
nities. Especially for international development. I myself, with some distinguished colleagues, participated in the establishment of a foundation aimed at supporting and developing the quality of gelato around the world. Everyone must do their part, make an effort so that the concept of total quality is “exported.” I firmly believe that quality will always win, and mediocrity is destined to disappear.

What advice would you give to a young person approaching the gelato business?
Take some serious gelato courses. Do not settle for anything. Understand exactly what is behind and inside artisanal gelato. Invest in culture, invest money, because a quality education costs. Then you need a desire to do, to experiment. Finally the awareness that you have to devote a lot of time to the job. The most beautiful job in the world.

Last question: in your career you have received many awards and accolades. Do you want to mention some of them?
In 2016 I was really proud to receive the MAM award (Master of Art and Craft), comparable to the French Maître D’Art and the Japanese Living National Treasure. Another award that I am particularly proud of is the 2015 Communication Ambassador award, received as part of the prestigious Comunicando Award. In any case, I am sure that the best reward of all I will receive tomorrow morning when I open my shop and find a smiling face waiting for me to open the door. My next customer friend.
The 38th edition of Sigep (Rimini, Italy, 21-25 January 2017) once again enjoyed positive trends: 208,472 professionals in attendance (+3.5%), with an impressive growth in international visitors, 41,827 in all (+29%) from 170 different countries. 1,250 companies were involved, covering 118,000 square meters, an increase of 5,000 square meters over previous years. The floor space will grow by another 11,000 square meters at the 2018 edition.

The exhibition promotes the interaction of well-connected sectors (this year saw increased space dedicated to coffee, a product that was also added to the official name of the trade show) and promotes a formula that integrates research, technology, product, and training offered to the world with the added value of being Made in Italy.

Over 800 events were promoted by the Italian Exhibition Group and the exhibitors at the Rimini fair, welcomed by an audience of highly motivated operators looking to discover new techniques and product ideas. The trade show welcomed more than 700 accredited Italian and foreign journalists and bloggers, for over 170 million contacts.

A steady growth trend confirms the predominant position of the international artisanal sweets exhibition.
Once again this year Sigep organized the Gusto della Solidarietà (Flavour of Solidarity) initiative: all the gelato exhibited at the fair was collected in about 2,500 1.5 kg trays and sold (free offer) for charity. The next appointment with Sigep is scheduled to be held 20-24 January 2018.

THE MAIN EVENTS

After an exciting head-to-head competition, the team from Japan came out on top of the Junior Pastry World Championship. Runners up were Italy and France. The pastry chef Vincenzo Albanese, 30 years old, is the new Italian pastry champion. Second place was awarded to Alessandro Petito, third to Vincenzo Ciccarello.

Sixty-eight of the most famous gelato artisans in Germany, Austria, and the Czech Republic were involved in qualifications for the Gelato World Tour - German Challenge. The nine finalists will participate in the German Finals scheduled to be held in Berlin on 7-9 July. Gelato World Tour, sponsored by Sigep and Carpirgiani, is working its way towards the conclusion of its second edition with the Grand Finale to be held in Rimini on 8-10 September 2017.

Italy triumphed in the international Bread in the City competition. The team of Riccardo Liccione and Christian Trione finished ahead of Spain (Javi Moreno and Francisco Recio Moreno) and Switzerland (Justine Froidevaux and Artur Dos Santos). The Italians also won special prizes for the best pizza and the best ciabatta bread, while Spain won the trophy for the best display case and China for the best work of art.

The 11th edition of the Comunicando Prize, created by Editrade’s PuntoIT magazine, was awarded to the companies that in 2016 distinguished themselves with the quality of their communication in trade press. The Unica 2016 Award was awarded to the “The Return of Nobility” campaign by the company La Preferita. Best copy award: Unigra Master Martini; Best visual award: Mec3; Best graphic design award: FB; Creativity award: Bravo; Special brand award: Coni Norge; Readers’ Choice campaign: Cartoprint; Best website: Montebianco. Nominated as an ambassador for the communication of artisanal gelato: Angelo Grasso. Special mention for Cristina Passini, gelato artisan from Camerino.

With a theme of “Healthy Eating,” more than 70 young people from professional schools across Italy arrived at Sigep Youth, the competition that for 26 years has celebrated the training of young up-and-coming pastry chefs as they prepare to entering the profession. First place was awarded to the team from the Professional Hotel Training Institute of Rovereto, second place to IAL Lombardy of Saronno, and third place to the E. Reffo Vocational Training Center of Tonezza del Cimone, Vicenza.
Many came. They all came. On Sunday at Sigep we wanted to throw a worthy celebration for the new book Reverse Fusion, written by the three “champions” Pierpaolo and Riccardo Magni together with Luciana Polliotti.

A large number of gelato artisans, pastry chefs, professionals, and journalists showed up, not wanting to miss the literary event of the year, and showing the authors how much they appreciated the work done, and, above all, their friendship.
So many came that our editor Franco Cesare Puglisi decided to schedule a second “toast” the next day, to give the authors time to greet everyone and to sign the numerous “autographed” copies requested!
The book, described by critics as a volume on artisanal gelato design, offers a modern reworking of traditional and modern recipes, to give back to gelato artisans that dignity and confidence in their own abilities that they had in the past. Pierpaolo and Riccardo, father and son, expertly mixed their skills and experiences to achieve an incredible work of a truly rare beauty. All accompanied by the unique historical culture of a great writer of our trade, Luciana Polliotti, undisputed queen of journalism of Italian gelato.
Welcome to Italy, Welcome to Sigep! With this greeting PuntoItaly hostesses welcomed foreign visitors from all over the world at the airports of Milan and Bologna. On the shuttles that accompanied them to the trade show they found the latest issue of the magazine in the pocket of the seat in front of them. A gift that was greatly appreciated by the international guests. Just like on an airplane, all passengers arriving at the airports and heading to Sigep in Rimini found their “in-flight magazine” in the pockets of all the shuttle buses organized by Sigep and travelling between the trade show and the Milan and Bologna airports. A gift from PuntoItaly to keep them company during the trip to Rimini, the world capital of artisanal gelato and pastry. Over 800 copies of the most recent issue of the magazine were placed in the seats of the 40 buses dedicated to the service. The hostesses welcomed the
guests, offering them an optional interview card to be completed so that they could continue to receive a free digital version of puntoltaly in the future. More than 300 cards were completed and returned. At the end of the event, 240 magazines were recovered, meaning that nearly 560 copies were “kept” by travellers who were therefore able to take home a small piece of sweet Italy. A positive experience that will be repeated and expanded for the next edition of Sigep 2018, which will also feature the eighth edition of the Gelato World Cup. An event that will attract even more international buyers who are increasingly seeing in gelato and pastry “Made in Italy” a growing business opportunity.
Events, competitions, higher education... the 39th edition of Sigep will be particularly rich in events dedicated to dessert professionals from all five continents. At its opening, the event will be spread across 129,000 square meters of exhibition space. In fact, the planned expansion of the Rimini convention halls of the IEG-Italian Exhibition Group has almost been completed.

The 2018 Sigep will see the return of the Gelato World Cup. The competition, held every two years, is organized by Gelato e Cultura in partnership with Sigep, and is aimed at the top professionals in gelato, pastry, chocolate, and haute cuisine.

At Sigep the chocolate industry is growing steadily, with the presence of the most prestigious Italian and international companies that manufacture raw materials, machinery, and production tools.

There are numerous major competitions scheduled, including the Italian Chocolate Championship with the winner going on to Cacao Barry’s World Chocolate Master, The Ultimate Chococake Award from Puratos, The Star of Chocolate (in Pastry Events), without forgetting the work of chocolatiers as part of the pastry and gelato competitions.

Top cocoa production will also be highlighted through the direct involvement of countries of origin, with an initiative organized by Conpait, the association of Pastry Masters. The Pastry Queens will return to competition in the Women’s World Pastry Championship. The contest, held every two years, is aimed at female pastry chefs around the world who will have to produce creations based on the theme “astrology” in the various segments of the competition: petit fours shaped like gem rings, modern tart single portions, dessert in a glass with coffee gelato, warm and cold dessert on a dish, and artistic presentation in sugar and pastillage.

Preparations are underway for the next Sigep, the International Trade Show of Artisan Gelato, Pastry, Bakery and the Coffee World to be held in Rimini, Italy on 20-24 January 2018.
Also returning is the Italian Senior Pastry Championship, with the winner going on to participate in the Coupe du Monde de la Pâtisserie in Lyon, including spectacular works made with ice, sugar, and chocolate.

The entire coffee chain meets at Sigep, which will host the finals of all seven Italian Championships qualifying for the World Coffee Event circuit: Italian Barista Championship (4 espressos, 4 drinks made with coffee and hot milk, and 4 espresso-based drinks without alcohol), Latte Art (4 artistic drinks made with coffee and milk), Brewers Cup (preparation method common in Nordic countries, the USA, and in Asia), Coffee in Good Spirits (2 Irish coffees and 2 cocktails made with hot coffee and spirits), Ibrik (pan specifically designed to prepare a particular type of coffee), Coffee Roasting (roasting race), and Cup Tasting (distinguishing the differences in taste and aroma of different types of coffee). The program also includes Barista & Farmer, the first international talent show entirely devoted to coffee. Sigep 2018 will officially unveil the complete program of the next edition of the competition, which will centre on the theme of sustainability starting from the countries of origin.

The exhibition will increase its attention to artisanal pastry and confectionery, with two pavilions that will host all the sweet lines combined with bread, with an even greater focus on ingredients, products, and semi-finished products. Again this year Sigep Giovani will focus on bread art, not to mention numerous new developments and competitions in various disciplines and the possibility of internships with companies.
Argentina, Australia, Colombia, France, Japan, Morocco, Mexico, Poland, Spain, Switzerland, United States and the newcomer Ukraine will participate in the eighth edition of the Gelato World Cup, to be held on 20-23 January 2018 at Sigep in Rimini.

The 12 teams will each consist in a gelato artisan, a chef, an ice sculptor, and a pastry chef led by a Team Manager, for a total of 60 contestants, 14 international judges, and 7 challenges.

Italy will be missing, the undisputed heavyweight of recent editions which, according to the rules, will skip a turn as it is the current title holder.

The teams were selected during the first six months of this year through national and international competitions. In South America, Colombia and Mexico took top honours at the third edition of the Latin American gelato championship organized by the Association of gelato artisans (Afadhya) and the Federation of Pastry Chefs, Bakers, and Gelato Artisans (Ftpsrchpya) during the Fithep “Expoalimentaria Mercosur” trade show. These two countries will compete alongside Argentina, while Brazil will be the official alternate.

The five teams competing in the Latin American qualifications competed in gelato challenges of various
categories: gelato cup, mystery box, and gelato cake. The jury included the President of the Gelato World Cup, Giancarlo Timballo. The Colombian team consisting of Laura Mojica and Frank Heidegauer Aragon won with the theme of “Magic Realism” inspired by the poetry of the writer Gabriel Garcia Marquez.

WORLDWIDE QUALIFICATIONS
The first qualifications were held in Warsaw, Poland in February 2017 at the “Targi Cukiernicze i Lodziarski Expo Sweet 2017” trade show. The 10 competing teams battled each other in the preparation of four types of gelato. The undisputed winner was the team from Southern Poland, Silesia district, Tomasz Szypula and Łukasz Przysmyki, who also won all the special awards. Two other national qualifications were added this year, in America and Japan. The team from Morocco was chosen during the national pastry qualifications held 24-27 March in Casablanca during “Cremai, Salon International des Professionnels de l’Hotellerie, Restauration et Pâtisserie-Boulangerie.” Spain, Australia, France, Switzerland, Japan, and Ukraine chose the members of their respective teams, and, as per the rules, will present them to the national press during 2017.

A THOUGHT FROM GIANCARLO TIMBALLO, GELATO WORLD CUP PRESIDENT

This is the third time I’ve come to Buenos Aires to participate as president of the jury of the Latin American Gelato Championship. My institutional presence is a sign of cooperation and esteem for this country that has participated with its team since the second edition of the Gelato World Cup in 2006.

One of the primary goals of the Gelato World Cup is to promote excellence in artisanal gelato around the world. For this reason the teams involved need to be better prepared each time. And it is only through qualifications that are as well organized as this one that we can be sure that the top teams on the planet are competing at Rimini. I had no doubt that this event could become more important. Behind this success there are many people. First of all I have to remember Afadhya with all its staff, the old and the new president Alejandro Tedeschi, and now Gabriel Famà, the do-it-all gelato artisan Eduardo Zacaria and his trusted partner Maximilliano Maccarone, the pastry school with my friend Lorenzo Benitez.

Of course, we wouldn’t be here talking about Fithep and the success of the Latin American Championship if there was no Publitech and Galibert family that manages it and organizes this important trade show. To them, who have made great contributions to the Gelato World Cup with the support of the many teams that have participated in the various editions of Sigep at Rimini, we extend our most sincere thanks.
More than just chocolate

Fashion shows, cooking shows and conferences - two of which organized by Editrade - breathed life into the second edition of Salon du Chocolat in Milan.

By Federica Serva

The internationally renowned Salon du Chocolat exhibition has added the city of Milan as one more successful venue in its itinerary. Its second edition was held this past February, 34,000 visitors showing up to experience the cooking shows, tastings, meetings with famous pastry chefs and chocolatiers including Iginio Massari, Gualtiero Marchesi, Roberto Rinaldini, and Davide Oldani, and discovering the beautiful things that can be made with chocolate, like dresses and statues. Creating the latter was the Academy of Fashion shows, cooking shows and conferences - two of which organized by Editrade - breathed life into the second edition of Salon du Chocolat in Milan.

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Italian Pastry Masters (Ampi), which sponsored the exhibition organized by Digital Events and created by Event International.

In fact, the inaugural evening was accompanied by the “Chocolate Gallery,” a fashion show of chocolate apparel made by the masters of Ampi in partnership with 12 international designers, students of New Academy of Fine Arts (Naba) in Milan. Next on the catwalk were dresses of the French chocolatiers Patrice Chapon and Anita Thakker, a dress by Silvie Valtan, a designer from Cameroon, and finally a wedding dress conceived by Ernst Knam and designed by the haute couture designer Tony Ward.

The event was not only fashionable but it was also artistic. Knam himself created a chocolate statue inspired by Auguste Rodin’s “Kiss” which welcomed visitors at the entrance, and Davide Comaschi’s 1:1 scale reproduction of the Presenze designer chair based on a project by the Nucleo studio.

Eighty exhibitors from Italy and abroad presented
many varieties of chocolate candies and cocoa-based sweets. Cameroon, Peru, Venezuela, and Togo were the countries chosen to present their product, the result of careful farming and perfect climate conditions. Compagnia del Cioccolato organized guided tours and awarded the 2017 Gold Bar Award to the Amedei, Slitti, and Domori companies. Visitors also enjoyed gelato in chocolate and praline flavours. Antonio Morgese of the Rigoletto gelato shop had started at the Expo with “regional gelato,” with which he had highlighted some typical regional products, to offer chocolate flavours with different ingredients like bergamot, anise, caramel, and salt. Simone De Feo of Cremeria Capolinea studied eight aromatic varieties of fine Domori cocoa to develop a
recipe capable of expressing the peculiarities of each variety with the exclusive use of 100% cocoa mass. Also popular were the gelato flavours inspired by chocolate pralines, like the one with which Davide Comaschi won the World Chocolate Masters, re-designed to be offered in a tray alongside the Cal-buiotto and Chocopralina Lime flavours. Or like the Pistachio Truffle from La Perla in Turin, which Filippo Novelli transformed into gelato and added to an elegant composition, “The Pistachio Garden.”

Editrade organized two events during the Salon du Chocolat. The first one was dedicated to Chocolate Gelato, with speakers Roberto Padrin, Mayor of Longarone, gelato city par excellence, Antonio Morgese, owner of the Rigoletto gelato parlour in Milan, and Caterina Verri, creative director of the communication agency that bears her name. The panelists discussed the strong growth of chocolate gelato and the increasing variety of flavours and combinations, from chocolate with Barolo to chocolate with thyme. The panel also took a look at how the product is communicated to the consumer using specific advertising campaigns where chocolate is offered to a wide and varied audience. The second event focused on the presentation of the new book Reverse Fusion by Pierpaolo and Riccardo Magni with Luciana Polliotti, a well-reviewed book that has been defined as a volume on gelato design, with the modern reworking of traditional gelato techniques.
A chronicle of the trade fairs visited by puntoitaly during its travels abroad. A first-hand reportage of meetings, emotions, and experiences.

**SIRHA**
Lyon (France), 21-25 January
3,000 exhibitors - 208,000 visitors
More than 25,000 international stopped in Lyon for an edition of Sirha that saw a 17% increase in foreign visitors, confirming the importance of the events scheduled during the trade show.

For many years now the Coupe du Monde de la Pâtisserie and the Bocuse d’Or have represented two moments of absolute excellence in the world of pastry and restaurant management on a planetary scale, providing motivation and inspiration to all the companies that choose the stage of Lyon to present their new developments at the beginning of the season.
The French flag flew high at the end of the two days of competition in the pastry event created in 1989 by Gabriel Paillasson, after Italy’s win in the previous edition and which, according to the rules, did not participate this year as the winner must skip the following competition. The prestigious second position was awarded to an emerging Japan, and third to Switzerland.

The Bocuse d’Or this year was won by the USA, followed by Norway, inverting the 2015 standings. Third place was awarded to Iceland, confirming the successful trend of chefs coming from northern Europe who in recent editions have earned numerous awards.

**GULFOOD**

Dubai (UAE), 26 February-2 March

5,000 exhibitors - 95,000 visitors

The 2017 edition of Gulfood will be remembered for two major events. First, the restructuring of how the exhibitors are positioned inside the pavilions, a change that mixed the flow of visitors, forced to orient themselves in the 100,000 square meters of the prestigious event, with the exhibiting companies no longer subdivided into geographic areas but rather by product sector.

Starting in 2017 Dubai therefore offers the food&beverage world three prestigious annual events, in February, September, and November.

The second event was not planned by the organizers, who were surprised as everyone in Dubai to see the trade show open under downpouring rain and a sky more reminiscent of London than the metropolis built by the Arab sheikhs between the desert and the sea.

PuntoItaly was situated in an area dedicated to trade magazines from several continents and it was a great pleasure to see how the interests of many visitors focused directly on our country, which continues to attract new professionals interested in deepening their knowledge of Italy as opposed to the many imitations that are now widespread in every corner of the planet.
MIG MOROCCO
Casablanca (Morocco), 21-24 March
130 exhibitors - 20,000 visitors

2017 saw our magazine puntItaly land for the first time in Africa, participating at the Cremai fair together with many companies of the gelato business, from machines to ingredients, in an area of 270 square meters christened with the name Mig Morocco, created by the partnership between Cremai and Mig.

Editrade was the media partner of the initiative, and the magazine puntItaly therefore played a central role in four days of meetings with the many local operators, curious about this opportunity to do business with Italy.

Many local authorities were in attendance. In fact, at the ribbon cutting were present the Consul General of Italy in Casablanca Alessandro Ferranti, President of the Italian Chamber of Commerce in Morocco Giulio Frascatani, the Director of Ice Giovanni Bifulco, and the newly elected Minister of Energy and Mayor of Kénitra, Aziz Rabbah, and of course the organizer of the event, Kamal Rahal Essoulam.

Casablanca is the most populous city in Morocco. In fact, it is the economic capital. It is here where most of the country’s industrial activities and services are present, the highest national income of the country is recorded, and more than 30% of the national banking network is situated. There could be no better stage to set up this event that, for four days, put Italy and its specialties in the spotlight.
GASTROPAN
Sibiu (Romania), 23-25 March
130 exhibitors - 22,000 visitors

Next on the calendar for puntoItaly was its traditional stop at GastroPan, a small fair representing the important Romanian market that is constantly expanding and always looking for new products.

In fact, this was the dominant theme of this edition, and among the new trends and innovations presented at GastroPan were healthy ingredients and products that promote a healthy lifestyle, products that are gluten-free, sugar-free, and lactose-free, not to mention multifunction equipment, food trucks, energy-saving solutions, and high-tech machines.

This general trend was also underlined by Ilonka Boldizsár, Vice President of the International Union of Bakers and Pastry Chefs Uibc during the event’s official opening ceremony.

There were also some very intense competitions: more than 100 competitors from all over Romania participated in the nine categories of events in this edition of GastroPan, including artworks made of sugar and chocolate, bread, and a culinary section.
HOFEX
Hong Kong (China) 8-11 May
2,600 exhibitors - 40,000 visitors
A quiet and sunny Hong Kong welcomed me in early May, but it was just a Sunday illusion. The four days of Hofex were as frenetic as usual in the city that is ranked fourth in the world for population density per square kilometre. The cloudy sky and the constant humidity seem to embrace the smog, but this is Hong Kong, whose appeal remains absolutely unique.
It was the 30th edition of Hofex, and the elegance of the Convention Center was even more notable throughout the 66,000 square meters of the trade show that attracted an increasing number of international visitors (+17.2% compared to 2015), including significant growth from some specific countries like Macau, Taiwan, the Philippines, and Korea.
The Hong Kong International Culinary Classic 2017 gastronomic event, organized by the World Association of Chefs' Societies (Wacs), saw more than 900 skilled chefs performing during the four days of fierce competitions with participants from Hong Kong, China, Korea, United Arab Emirates, Singapore, Thailand, Germany, Taiwan, Australia, Philippines, and Macau, with an incredible number of young up-and-coming professionals.

Near the competition area, which sparkled with spirit and enthusiasm, we positioned our corner dedicated to promoting Italian culture and production, and once again it was very pleasant to satisfy the curiosity of those who don't know much about what Italy has to offer and to receive compliments from many fans who already rely on our ingredients and our equipment.
On 20-24 October 2017 HostMilano will celebrate its 40th edition at Fieramilano, confirming its role as global point of reference for Ho.Re.Ca., food service, retail, mass retailing, and hôtellerie. The increasingly international character of the trade show, which will host companies from 55 countries, is also demonstrated by the eight new arrivals - Belarus, Egypt, Liechtenstein, New Zealand, Serbia, South Africa, Sri Lanka, Ukraine - which for the first time will exhibit their products and services at the event. The top 10 countries participating are Germany, Spain, and France, followed immediately by USA, UK, Switzerland, Greece, Holland, Portugal, and Austria. Host 2017 is expected to welcome more than 1,500 buyers from around the world coming from Europe (10%), Mediterranean and South Africa (7%), Middle East (15%), North America (23%), Central and South America (8%), Russia (18%), Asia and Oceania (19%). With regard to the type of merchandise exhibited, the macro-sector Professional Food Service and Bread Pizza Pasta accounts for 45.7%, followed by Coffee...
Tea - Vending Machines - Gelato Pastry (36.5%) and Furniture and Table (17.8%).

**TRAINING AND INFORMATION**

Hundreds of events are scheduled and can be fol-

owed by all visitors. Exhihs will put a spotlight on the millennial tradition of Italian hospitality, thanks to the return of the space-concept designed by the architect Dante O. Benini in partnership with Davide Rampello: a great cube that retraces the history of hospitality through the use of surfaces and materials. A lounge with a large back wall will welcome the basic products of Italian agriculture and cooking.

With the Objective Apprenticeship training project, the Association of Professional Italian Chefs (Apci) will bring to the trade show the most talented young people from the professional schools, selected over a long period of time. The Future Identity area, organized together with Identità Golose, will see chefs take part in exciting cooking shows where the latest frontiers of haute cuisine will be presented.

Our editor Franco Cesare Puglisi will hold 11 marketing lessons for the gelato and pastry business, divided into four days, open to event visitors, held in the training area of the Editrade booth.

Great excitement also for the Cake Designers World Championship and World Trophy of Pastry, Ice Cream and Chocolate in collaboration with the International Federation of Pastry Gelato Chocolate (Fipgc). The Lombardy Association of Coffee Roasters and Importers and Food Wholesalers (Altoga) and Fipe will partner to present “Coffee and ...” an event devoted entirely to the world of coffee. The same theme will be at the centre of the Fifth Italian Coffee Gran Prix organized by Acaf, Italian Academy of Coffee Masters, and, for the finals, supported by Altoga with the aim of promoting professional skills and products made in Italy.
Mig—International Exhibition of Artisanal Gelato has always provided a complete overview of the latest innovations in products, machines, and gelato equipment, and is an occasion for discussing issues that are of concern to the gelato artisan. In recent years, the trade show has emphasized the importance of adequately informing the consumer of the ingredients used, also highlighting the possible promotional opportunities for gelato shops. And thanks to the agreement signed by Longarone Fiere Dolomiti and Unpisi Veneto (Union of Italian National Health Inspectors) in partnership with Artglace, Mig 2017 will address another issue aimed at the safeguarding and well-being of the final consumer: a discussion panel including European inspectors who are subject to the same European Community legislation but implemented differently, with particular attention on the extended audit. The goal is to encourage a synergy between gelato artisans and inspectors to reach the widest possible compliance with food safety standards, preventing fines and penalties. Also continuing its commitment to sustainability, this time involving the National Association of Gelato Ma-
chine and Equipment Manufacturers (Acomag), the trade show will focus on the challenge imposed by F-Gas Legislation which provides for the ban on its use starting 1 January 2020 in refrigerators and freezers for commercial use. Acomag itself is preparing courses for both companies and gelato artisans, underlining the opportunity offered by this change in terms of qualitative growth.

Of course there will also be the usual updates and insights on tax reforms in Germany at the traditional conference organized by Uniteis e.V. in the Conference Center. The same goes for the general assemblies of Artglace and the other leading European associations present at the trade show.

As usual there is great anticipation for the competitions, starting with the historic “Gold Cup,” celebrating its 48th year. The event will be divided into two phases. In the first, the contestants will present their creations made beforehand, dedicated to the flavour selected for this year, almond. The professionals who will thereby qualify for the final will be asked to prepare a specialty “live,” based on a flavour that has yet to be defined.

AN INCREASINGLY INTERNATIONAL BUSINESS

Mig continues its efforts to become even more international, a strategy strongly emphasized by the management of Longarone Fiere Dolomiti. The Exhibition of Artisanal Gelato recently participated in the Cremai trade show in Casablanca with its Mig-Morocco project. It is a partnership that involves both Italian and Moroccan government institutions and includes the establishment of recognized gelato courses in collaboration with the universities and state-owned professional schools of the kingdom. The president of Mig, Fausto Bortolot, had another chance to talk about training during his visit to Brazil.

The President of Longarone Fiere Dolomiti, Giorgio Balzan, recently received a delegation of Chinese companies interested in investing in the quality and excellence of Italian artisanal gelato, a project to be developed in one of the richest provinces in China. The next Mig is expected to include an even greater and diverse presence of foreign delegations thanks to contacts with buyers from different countries, first and foremost from the Middle East and Central Asia, like Iran, Kuwait, Qatar, Saudi Arabia, and Uzbekistan.
SCAMPI WITH PECORINO SLUSH AND FAVA GELATO

An array of consistencies and temperatures in four quarters. Tuscan traditions are re-imagined in a modern way by combining the taste of scampi in four different consistencies with the cold flavour of pecorino cheese slush made with fresh sheep milk, and gelato with freshly picked favas.

(taken from puntoIT issue number 72)

WHO’S WHO Sergio Dondoli
Gelato Master of the Gelateria di Piazza in San Gimignano, he is a member of the Gelato World Cup organizing committee and founder of WWG, a high-level gelato school that places its young students in jobs in Italy and abroad. Sergio Dondoli is known and appreciated throughout the world both for his gelato and for his cheerful and brilliant personality. He has been cited by leading guides like Lonely Planet, which named the Gelateria di Piazza the second best gourmet locale in the world. Thanks to his experience and his desire to experiment, he has created original and unusual flavours like Cream of Santa Fina with saffron and pine nuts, Champelmo with pink grapefruit and sparkling wine, or Dolceamaro with aromatic herbs. His gelato is made only with selected quality ingredients with an emphasis on local products. For the production in his shop, he has adopted ten cows, raised naturally at the Poggio Farm in Camporbiano, a focal point of the biodynamic sector.
INGREDIENTS
- small scampi 3 kg
- seasoned Pienza pecorino cheese 1 kg
- fossa pecorino cheese 0.2 kg
- fresh fava beans 2.5 kg

**Fava sauce, semi-cooked tartar and pecorino cheese chips**
Finely chop 40 g of scampi pulp per person and season with salt, white pepper, and grated lemon rind. With the help of two spoons make some quenelles. Sprinkle the fava beans with extra virgin olive oil and bathe with bisque obtained from heads and carapace, adjusting to taste. Heat a teflon pan and spread the fossa pecorino cheese to a fine but uniform layer that can then be removed. When serving, quickly roast the quenelles on all three sides, leaving them a bit raw in the centre, put them in a few spoonfuls of soup and garnish with the fossa pecorino cheese chips.

**Tempura with favas au naturel**
Mix 300 g flour “00” with 150 g of corn starch. Quickly mix with sparkling mineral water with the help of a wire whisk until it has the proper density. Open the fava pods in half along their length, leaving the beans attached. Heat the oil, cover the scampi and the seasoned Pienza pecorino cheese with batter and fry. Remove the excess oil, salt and serve.

**Carpaccio with fava salad**
Crush the scampi meat between two sheets of baking paper, lay it on the plate and garnish with a salad of favas and flakes of seasoned Pienza pecorino cheese. Season with sea salt and oil made from Taggiasca olives.

**WHO’S WHO Luca Landi**
He considers himself a country boy, son of artisans of the Lucca Plain, from whom he learned craftsmanship and a love for food. Driven by his passion, he tells the stories of his ingredients and his home, Tuscany, through his recipes, seeking to combine tradition with modernity, taste with aesthetics. Since 2004, Luca Landi has been chef of the restaurant Lunasia, which in 2011 received its first Michelin star. He personally followed not only the philosophy and the food, but also the design of the restaurant itself, creating a perfect harmony between his menu and the local setting that, surrounded in glass, is immersed in a centuries-old park. In 2003, thanks to a partnership with important gelato artisans, he began to propose savoury gelato in the kitchen, leading to his 2009 victory in the World Cup of savoury gelato, in the “Gelato at the table” team competition at Sigep in Rimini. Since then, he and his fellow gelato artisans love to create and reproduce new combinations with savoury gelato.
Pepper, cacio cheese, and pears - Tonkorange. Two special tastes linked by a common denominator - spices - which offer the opportunity to make a unique product in the gelato shop, diversifying it. In fact, spices make it possible to transform any flavour that up until a moment before was anonymous, in a continuous succession of special emotions... and thus is born the new “espezial gelato” line.

PEPPER, CACIO CHEESE AND PEARs
(gelato with Parmesan cheese, pink pepper and sautéed pears with vanilla)

INGREDIENTS:
- fresh whole milk 576 g
- cream 35% fat 85 g
- nonfat dry milk 28 g
- sugar 108 g
- dextrose 20 g
- dehydrated glucose syrup 30 DE 23 g
- milk base 50 35 g
- Grana Padano Parmesan cheese 100 g
- acacia honey 25 g
Total 1000 g

Sautéed pears with vanilla
- Williams pears, diced 500 g
- sugar 200 g
- acacia honey 50 g
- butter 20 g
- pear grappa 20 ml
- vanilla pod 1

Parboil the pears in slightly acidic boiled water (with added lemon or apple vinegar), then place them in water and ice. Pour the diced pears into a non-stick frying pan,
where first the butter was melted with the honey, sugar, and vanilla seeds from the opened pod. Wait for the pears to mix well with the sugars and then simmer with the grappa until reduced. To be used as a variegate.

**Ground peppers**
- black pepper 20 g
- pink pepper 20 g
- white pepper 20 g
- Sichuan pepper 20 g
Mix and use sparingly.

**INSTRUCTIONS**
Heat all the ingredients except the Grana Padano cheese to 85°C, which will be added at 4°C. Blend all ingredients during the cooling phase. Freeze the mix in the batch freezer. Variegate with well-drained sauteed vanilla pears and finish with a little pink pepper and a bit of the ground peppers mix. Garnish the tray with pieces of pear and Grana Padano cheese. Allow to rest for one day before putting in the display case at -18° to -20°C.

**Dark chocolate and Tonka beans**
- dark chocolate 55% 850 g
- cocoa butter 150 g
- grated Tonka beans without the peel 6 g
In a double boiler or microwave, slowly melt the chocolate with the cocoa butter. Add the grated tonka beans and then mix it all together. Use at 30-32°C with a pastry bag.

**INSTRUCTIONS**
Mix the base with the sugars, then blend these solids with water. Some companies advise to let the mixture rest for a few minutes (cold process), others to heat the mixture to 65°C or 85°C and then cool to 4°C, a procedure that better dissolves the sugars (hot process). To the mix of water, sugar and fruit base 50 add the lemon and orange juices and then blend. Pour the mix into the batch freezer and start production.
Extract from the batch freezer and decorate with dark chocolate and Tonka beans.

**Suggestion**
To remove the peel from the Tonka beans, just leave them for half an hour between two sheets of humid paper towels. The peel will then come off easily.

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**TONKORANGE**
(orange sorbet with chocolate and Tonka beans)

**INGREDIENTS:**
- orange juice 500 g
- lemon juice 10 g
- water 215 g
- sugar 100 g
- dextrose 50 g
- dehydrated glucose syrup 30 DE 90 g
- fruit base 50 35 g
**Total** 1000 g
The inspiration for these two recipes comes from the East, giving rise to an original sushi and a composition that recalls a Zen garden.
FIRST FRUITS SUSHI

A composition that recalls Japanese cuisine. Mixed fruit sushi with rolled fresh melon slices on an elegant black dish to bring out the colours. A perfect proposal to be enjoyed with chopsticks.

Use a slightly flexible blade to cut some elongated cubes of nectarine, banana, yellow watermelon, and melon. Use a corer to cut into the rind of a half melon, then with a slicer cut transversely some thin slices that will be used to wrap the base of the cubes. The thickness of the cut needs to be calibrated so that the bending does not risk breaking the fruit. Attach the melon slice with a toothpick.

Tip: use a dark plate to bring out the fruit colours
Decoration: sprinkle with powdered sugar
ZEN INSPIRATION

Composition made with brightly coloured fruit placed on white porcelain to bring out the perfection of the arrangement. The surface of the fruit pulp is furrowed like the sand of a Zen garden, and watermelon flowers provide a delicate touch. A minimalist and elegant piece of work that you can practically smell when you look at it.
For this composition use red and yellow watermelon, melon, dark plum. The fruit should be ripe and compact enough to allow for perfect cylinders. Cut the fruit into slices, then use a steel cutter mould to cut cylinders having a maximum diameter of three centimetres. Extract the cylinders and divide them in half. Cut some half cylinders from plum, which can’t be worked with the moulds. Place them on a plate by alternating colours and keeping them perfectly aligned. Make some cubes of watermelon, all the same size, and cut an inward slice into the four edges. Remove the two parts by rotating one clockwise and the other counter clockwise. You get a flower with small crown at the centre of which you put a currant to create the pistil.

**Tip:** use a white porcelain dish with an inner groove to make the lines of fruit stand out. For a strong effect choose a long and narrow black tray.
Multiple well-balanced elements characterize this work, one of the eight exclusive creations that make up the original “Dessert in the City” collection devoted to eight fashion cities in the world. The enchanting combinations are given the task of evoking the authentic eastern spirit of the city just with its taste.

It is a cake whose recipe is calculated for a square pan measuring 40 x 60 x 3.5 cm. It can also be used to make single servings measuring 3 x 12 cm or 3 x 3 cm petit fours.

**COMPOSITION**
- cocoa sponge cake
- milk chocolate glaze and candied almonds
- gianduia and puffed rice brittle
- milk chocolate cream
- chocolate caramel mousse

**MILK CHOCOLATE GLAZE AND CANDIED ALMONDS**

**INGREDIENTS:**
- fresh cream 35% fat 400 g
- dark chocolate 72% coating 50 g
- milk chocolate 35% 300 g
- gelatin sheets (+150 g water) 30 g
- neutral gelatin 300 g
- candied almond sticks 250 g

**INSTRUCTIONS**
Heat the cream to 85°C and pour it in three times on the melted coating at 40°C and emulsify with the mixer. Incorporate the gelatin sheets dissolved in the microwave, then add the neutral gelatin at 80°C and emulsify again for about 2 minutes under vacuum.

**COCOA SPONGE CAKE**

**INGREDIENTS:**
- butter 330 g
- powdered sugar 330 g
- orange liqueur 30 g

Whip into a cream
- toasted crushed hazelnuts 110 g
- sifted cocoa 40 g
- egg yolk 100 g
- egg 260 g
- sugar 105 g

**INSTRUCTIONS**
Roll out 600 g of product and bake at 180°C for 10 minutes.
GIANDUIA AND PUFFED RICE BRITTLE

INGREDIENTS:
- candied puffed rice 100 g
- hazelnut paste 100 g
- chocolate coating at 30°C 50 g

INSTRUCTIONS
Mix all ingredients and roll out into a ring 1 cm thick.

MILK CHOCOLATE CREAM

INGREDIENTS:
- fresh milk 300 g
- fresh cream 35% fat 100 g
- pasteurized egg yolk 80 g
- sugar 50 g
- milk coating 290 g
- gelatin sheets (+ 5 g cold water) 5 g

INSTRUCTIONS
Prepare the crème anglaise at 82°C. Drip the cream into the chocolate melted at 35°C, emulsifying it with the immersion blender, and finally the dissolved gelatin. Pour out immediately.
CHOCOLATE CARAMEL MOUSSE

INGREDIENTS:
- fresh milk 200 g
- fresh cream 35% fat 70 g
- pasteurized egg yolk 50 g
- sugar 50 g
- gelatin sheets (30 g cold water) 6 g
- milk and caramel coating 170 g
- whipped cream 35% fat 130 g

INSTRUCTIONS
Prepare the crème anglaise at 82°C. Drip the cream into the chocolate melted at 35°C, emulsifying it with the immersion blender. Cool the mix to 35°C. Add the gelatin dissolved in the microwave and the whipped cream. Pour out immediately or place in refrigerator at 4°C covered with plastic wrap in contact with the top of the mix.

ASSEMBLY
On a tray covered with baking paper, roll out the puffed rice and chocolate mix to a thickness of 1 cm with the help of a template. Remove it and place in its place a 40 x 60 x 3.5 cm frame and leave to crystallize for 15 minutes at 4°C. Pour out the chocolate cream and place on top the chocolate sponge cake. Place in a blast freezer at -20°C and prepare the mousse during crystallization. Once ready, pour it along the frame and pull with the help of a plexiglass utensil. Freeze at -20°C. The next day or when necessary, melt the glaze at 28°C with the almond sticks, cut as needed and glaze on grills. Decorate with 2.5 x 2.5 cm squares along the edge of the cake.
**IRRESISTIBLE STICKS**

Chocolate with hazelnut or raspberry, two matches to try in stick tip.

**DOUBBLE CHOCOLATE**

Hazelnut chocolate gelato covered with milk chocolate and chopped hazelnuts

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### FLAVOUR FOR CONNOISSEURS

Hazelnut chocolate gelato covered with a crunchy layer of milk chocolate and chopped hazelnuts

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<th>Other solid (g)</th>
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### IRRESISTIBLE STICKS

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<th>Fats (g)</th>
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INSTRUCTIONS
Pasteurize the desired quantity of ingredients using the high pasteurization program (90°C/194°F).
To avoid “stressing” the flavouring, add the hazelnut paste during the cooling phase, after 65°C (149°F).
Allow the liquid base to age at 4°C (39°F) for at least several hours.
During aeration pass the liquid base through a whipped cream machine or a frappé mixer.
Use a confectionery funnel to quickly pour the mix into the steel moulds that have been pre-cooled in the blast freezer for ice pops.
Insert the wooden sticks into the moulds using the stick holder. Allow to crystallize for about 30 minutes.
Once crystallization is complete, extract the mould and stick-holder assembly from the blast freezer and dip it into a tray of cold water to facilitate removal of the treats from the moulds.
Place the treats one by one on a tray covered with baking paper, and then place the tray into the blast freezer.
Prepare the coating by melting the milk chocolate, being careful not to exceed 35°C (95°F).
Mix the chopped hazelnuts into the chocolate.
Dip the treats into the chocolate/hazelnut mix until they are completely coated. Place the finished sticks in the blast freezer for a minute, until the chocolate coating becomes dull.
Place the gelato on a stick in the display case for sale or store for later use.

Other ingredients:
• milk chocolate covering
• chopped toasted hazelnuts
RASPBERRY

Raspberry sorbet covered with dark chocolate and raspberry crunch

VOLUPTUOUS
The tart, sweet raspberry meets bitter, dark chocolate - a gourmet combination
INSTRUCTIONS
Select and weigh the raspberries until you have the desired amount of edible pulp. You can use either fresh or frozen raspberries.
Add the other ingredients to the pulp, following the recipe proportions. Let stand for a few minutes.
Start the aeration phase by using a powerful mixer to blend the mixture until it is uniform and shiny.
Use a confectionery funnel to quickly pour the mix into the steel moulds that have been precooled in the blast freezer for ice pops.
Insert the wooden sticks into the moulds using the stick holder. Allow to crystallize for about 30 minutes.
Once crystallization is complete, extract the mould and stick-holder assembly from the blast freezer and dip it into a tray of cold water to facilitate removal of the treats from the moulds.
Place the treats one by one on a tray covered with baking paper.
Prepare the dark chocolate by heating it to a semi-liquid state, being careful not to exceed 35°C (95°F). Dip the stick treats into the chocolate until they are completely coated. While the chocolate is still wet, sprinkle it with the dehydrated raspberry crunches. Place the treats in the blast freezer for a minute, until the chocolate coating becomes dull.
Place the sorbets on a stick in the display case for sale or store for later use.

### With stabilizer 5 g

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Qty (g)</th>
<th>Sugars (g)</th>
<th>% Sugars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raspberry</td>
<td>500</td>
<td>40,0</td>
<td>8%</td>
</tr>
<tr>
<td>Water</td>
<td>258</td>
<td>0,0</td>
<td>0</td>
</tr>
<tr>
<td>Sucrose</td>
<td>240</td>
<td>240,0</td>
<td>100%</td>
</tr>
<tr>
<td>Inulin</td>
<td>0</td>
<td>0,0</td>
<td>0</td>
</tr>
<tr>
<td>Cold fruit stabilizer 5 g</td>
<td>2</td>
<td>0,0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1000</td>
<td>280,0</td>
<td>28%</td>
</tr>
</tbody>
</table>

### With cold fruit base 50

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Qty (g)</th>
<th>Sugars (g)</th>
<th>% Sugars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raspberry</td>
<td>500</td>
<td>40,0</td>
<td>8%</td>
</tr>
<tr>
<td>Water</td>
<td>256</td>
<td>0,0</td>
<td>0</td>
</tr>
<tr>
<td>Sucrose</td>
<td>224</td>
<td>224,0</td>
<td>100%</td>
</tr>
<tr>
<td>Cold fruit base 50</td>
<td>20</td>
<td>20,0</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1000</td>
<td>284,0</td>
<td>28%</td>
</tr>
</tbody>
</table>

**Other ingredients:**
- dark chocolate coating
- dehydrated raspberry crunches
According to current European legislation, all food service companies have an obligation to develop and implement a Food Safety Management System. This obligation derives from the contents of articles 4 and 5 of EC Regulation 852/2004 on hygiene. Food service businesses are required to set up, implement, and maintain a permanent procedure based on the principles of the hazard analysis system and critical control points (known as the HACCP system). However, implementing HACCP, coupled with organizational, management, and technical obstacles, may be beyond the reach of small businesses active in the food business.

The European Commission has therefore drawn up an orientation document (Communication 2016/C 278/01) on the implementation of food safety management systems regarding prerequisite programs (PRPs) and procedures based on the principles of the HACCP system. This document highlights how for small businesses it is preferable to take a more flexible approach rather than focus on procedures.

The simplified approach involves the completion of a questionnaire to verify that the operator has an effective knowledge of the work phases, the activities that contribute to identifying potential dangers (biological, chemical - including allergens - and physical) and control measures.

The Commission has asked EFSA, the European Food Safety Authority, to develop a simple Food Safety Management System for five types of small food businesses: gelato shops, bakeries, grocers, butchers, and fishmongers. Thus a simplified management proposal was created that can be directly applied by the operators.
In this sense, it is considered sufficient for the entrepreneur to know whether one of the described dangers can occur at any stage without necessarily describing it in detail. He or she must be aware that biological, chemical, physical, or allergenic hazards can be present and pose a greater or lesser risk as the case may be, and that the absence of proper monitoring (such as proper refrigerated storage) can expose the consumer to a greater danger.

According to EFSA, all the risks that occur in small businesses can be controlled using PRPs for low or moderate risk values. Most PRP activities are based on a qualitative assessment (for example, a visual inspection of the effectiveness of cleaning). They target the environment in which food is maintained and prepared, and, unlike HACCP, are not intended to control a specific risk (e.g., microbiological contamination from the environment).

PRPs are none other than the implementation of good hygiene practices, like proper cleaning and disinfection of the environment and personal hygiene, along with good production practices, such as correct quantities of ingredients or reaching a given temperature during production.

As a basis for risk control, EFSA takes into account the 12 PRPs based on what is already described in Commission Notice 2016/C 278/01 and adds one relating to product information. The required controls are as follows: infrastructure (buildings and equipment), cleaning and disinfection, pest control, technical maintenance and calibration, physical and chemical contamination resulting from the production environment, allergens, waste management, water and air control, personnel (hygiene, health conditions), raw materials (supplier selection and specifications), temperature control for the storage environment, work methodology, product information and customer awareness.

With regard to the latter, EFSA points out that “all products at retail level must be accompanied by sufficient information to promote proper management, conservation and preparation by consumers... to avoid contamination and growth or survival of food-borne pathogens.” This information can be provided to consumers through product labelling or other accompanying materials (a leaflet) or any other means, including modern communication methods. In particular, consumers should be informed of the presence of allergens according to EU Regulation 1169/2011. And if there is a possibility of cross contamination, it is necessary to specify it in the “may contain...” statement.
Gelato Festival on the Road

The first exciting stages of the 8th edition have been completed, and now the Festival continues towards the September final to be held in Florence.

An enthusiastic audience welcomed the first stages of Gelato Festival 2017, the traveling event that aims to spread the culture of the high quality artisanal product. This year, for the first time, the competing gelato artisans are divided into two categories: Masters, for the already established professionals, and Juniors, reserved for new up-and-comers. At each stage each participant proposes his or her best, exclusive, and innovative flavour. The winner of each category is decided by the combined vote of the technical jury and the popular jury made up of all those present at the event. Each winner receives the medal created by the goldsmith Paolo Penko and earns the right to participate in the European Finals that will take place in Florence on 14-17 September.

The first stage took place in Florence, where the Master category was won by Carmelo Pannochietti (Arà: è Sicilia gelato shop) with his Aztec Ricotta Cream with Bergamot, which combines ricotta from the Iblei Mountains of Sicily and Modican chocolate, of Azteca origin. The Junior category was awarded to Roberta Rabatti’s Ettamo Strawberry from the gelato shop of the same name, a 60% strawberry sorbet with balsamic vinegar glaze and dark chocolate flakes.

The challenge then moved on to Rome, where top honours went to Vincenzo Lenci (Bar della Darsena gelato shop, Master category) with his A Proposito strawberry and bell pepper sorbet, and Emanuele Alvaro (Re Sole gelato shop, Junior category) with his Classic Zabaione flavour made with milk, cream, eggs and Marsala wine.

The next stage in Turin was won by Nicolo Arietti of Gelati d’Antan (Master category) who proposed the sorbet Gelato del Vignaiolo with raspberry and sweet Malvasia wine. Francesca Marrari from the Golosia gelateria took first place in the Junior category with the taste Miami Vice made of coconut, pineapple, and fresh strawberries.

It was then Milan’s turn, where the top spot on the podium in the Master category was awarded to the Mio Primo Latte flavour made by Massimiliano Scotti (Vero Latte gelato shop) made with fresh milk of the day, Rosa Marchetti rice, and mixed flower honey. The Junior category was won by the Femminello IGP sorbet by Michele Guerra (Marea gelato shop), made with a variety of Sicilian lemons and Toritto almonds.

The Gelato Festival is still ongoing, travelling abroad with stages in London, Warsaw, and Hamburg (July 28-30), and then returning to Florence for the final in September.
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Everyone is ready for the Grand Finale

See you in Rimini on 8-10 September for the Gelato World Tour final challenge.

The eight Italian gelato makers that will compete at the Rimini Final.

The Gelato World Tour is coming to the end of its second edition after its stop in Chicago in May 2016 and Shenzhen in August 2016, followed by the Challenge in Italy and Illinois involving more than 1,000 gelato artisans in just one year. Let’s take a look back at the final stages of the tour that led to the selection of the challengers for the World Grand Finale that will take place on 8-10 September 2017 at the Gelato World Tour Village on the Rimini seafront. At stake, the highly sought trophy for the “World’s Best Gelato.”

Remember that the winners of the European stages will compete with each other on July 25th at the Gelato University campus in Anzola Emilia at the European Finals, the last step before the final challenge in Rimini. Last January at Sigep in Rimini, 68 of the most famous gelato artisans in Germany, Austria, and the Czech Republic were involved in selections for the Gelato World Tour - German Challenge. At the end of the event, nine finalists were chosen to compete in the German Finals to be held in Berlin on 7-9 July at Potsdamer Platz, along with seven other artisans who were selected the past spring during itinerant competitions.

For European Artisanal Gelato Day on March 24th, 120 of the best Italian gelato makers competed at the Carpigiani Gelato University campus, becoming the largest gelato event ever for total number of participants. Of these, eight will compete at the Rimini Final. Four days later, the Gelato World Tour pitted Czech gelato makers against each other, while on April 5th it was the turn of Slovenian artisans, followed on April 11th by Hungarian gelato artisans in Budapest. The Tour then moved on to Beirut for the competition of 11 gelato makers in Lebanon, followed by Athens.
Freedom was once again the theme of the 13th edition of Identità Golose Milan (4-6 March), but this time in the sense of travel. In a moment in which intolerance and uncertainty are growing, chefs, pastry chefs, gelato artisans, and pizza makers were invited to present what freedom of expression meant for them in terms of changing tastes. “Everything has always travelled: man travels, ideas travel, products travel. And taste changes” was the idea launched by Paolo Marchi, organizer of the event along with Claudio Ceroni. The journey began with Dossier Dessert, an event dedicated to high-end pastry, with a tribute to Iginio Massari, and then continued with other topics: Cheese Identities, Gelato Identities, Natural Identities, Champagne Identities, Pasta Identities, Mountain Identities, Sea Identities, Pizza Identities, and the first edition of New Italian Cuisine, which highlighted 12 up-and-coming young chefs. The Gelato Identities session featured Simone Bonini of Carapina, Moreno Cedroni of Madonnina del Pescatore, Paolo Brunelli of the gelato and chocolate shop that carries his name, Luca De Santi of Ratanà, and Diego Crosara, teacher and

A flavour-filled journey

By Federica Serva

The “frozen dessert” once again took centre stage at Identità Golose in Milan with flavours ranging from the classics to the gourmet.
team manager of the 2016 Italian Gelato World Cup team. The common theme was that it is important to make consumers aware of what artisanal gelato really is, making it clear that it is more than just a sweet. By carefully selecting ingredients and disseminating information, it is possible to strengthen relationships with customers and encourage a conscious choice. Imagining the future, more than one speaker focused on savoury gelato and restaurants.

As Moreno Cedroni, Diego Crosara, and Luca De Santi have demonstrated, by studying the balance of ingredients, particularly sugar, raw material processing techniques, such as vegetable fermentation, and controlling the temperature of the gelato, it is possible to come up with original and unusual gelatos, sorbets, and slushes to be added as a pre-dessert in restaurants. But the future is not just savoury gelato.

Simone Bonini and Paolo Brunelli believe that a few high-quality flavours in the display case with differentiated costs is the way to go, even inviting customers to see a classic flavour like chocolate in a different light. Instead of following the classic recipe of milk and powdered cocoa, the artisans have developed water-based sorbets using cocoa beans and honey to revolutionize the idea that chocolate is always dark and bitter. Chocolate is given a central role, using it even to make truffles and bars, a sort of chocolate candy filled with chocolate gelato to be offered in gelato shops along with all the rest, but that can also stand on its own served with strawberries in the restaurant.
Discover Italy through pizza

By Davide Pini

Browsing the web one can find numerous statistics ranking the most popular things associated with Italy, and in most of them pizza is ranked first, ahead of art and culture.

We wanted to celebrate pizza and culture, imagining a hypothetical journey through Italy complete with interpretations that celebrate the most interesting places in its regions.

The richness and quality of raw materials that are produced in abundance in Italy, like tomatoes, mushrooms, artichokes, and olives, constantly stimulate the imagination of every pizza maker, inspiring the creation of new and captivating recipes.

It is therefore possible to invent delicious recipes that reflect local traditions, creating a strong link between the pizza and the local origin of its ingredients. Such creativity can map out a hypothetical journey throughout that curious boot that stretches into the Mediterranean Sea, a shape that is clearly visible in photos taken from space.

In this edition we will travel from north to south, finding recipes and regions that vary greatly, discovering flavours that are born deep in the sea or on snowy peaks.

We recommend you to be careful: pizza can be addicting!
Ingredients for one pizza:
• 40 g Demetra cream of porcini mushrooms
• 80 g mozzarella
• 50 g Demetra “C’era una Volta” truffled porcini mushrooms
• 40 g bresaola
• 30 g Demetra cream of Valtellina cheeses
• parsley as needed

Instructions
Cover the pizza dough with cream of porcini, mozzarella, truffled porcini and bake in the oven. When baked, garnish with bresaola, cream of Valtellina cheeses, and parsley.

It is the most populous region in Italy, where the city of Milan is located, the country’s economic capital and global fashion icon. There are, however, enchanting areas of countryside, Lake Como for example, a sort of oyster shell in which Bellagio is the pearl. Here there is a mountain valley called Valtellina, represented by a pizza with the ingredients from the local area.
**Trentino-Alto Adige**

**Ingredients for one pizza:**
- 75 g Demetra tomato sauce for pizza
- 80 g mozzarella
- 50 g Demetra truffled “della malga” mushrooms
- 3 slices of speck smoked ham
- thyme as needed

**Instructions**
Cover the pizza dough with tomato sauce, mozzarella, mushrooms and bake in the oven. When baked, garnish with speck and thyme.

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**Umbria**

**Ingredients for one pizza:**
- 35 g Demetra truffled cream
- 75 g mozzarella
- 60 g Demetra truffled campesino porcini mushrooms
- 50 g Norcia sausage
- parsley as needed

**Instructions**
Cover the pizza dough with the truffled cream, the mozzarella, truffled porcini, and the sausage and bake in the oven. When baked, garnish with parsley.
Puglia

Ingredients for one pizza:
• 45 g Demetra cream of fava beans
• 70 g mozzarella
• 70 g Demetra artichoke slices in oil
• 6 slices of Martina Franca capocollo
• 40 g Andria stracciatella cheese
• extra virgin olive oil as needed

Instructions
Cover the pizza dough with cream of fava beans, mozzarella, artichokes and bake in the oven. When baked, garnish with the capocollo, the stracciatella cheese, and the oil.

Sardegna

Ingredients for one pizza:
• 70 g Demetra tomato sauce for pizza
• 75 g mozzarella
• 6 Demetra rustic artichokes
• 4 slices of smoked tuna carpaccio
• grey mullet bottarga as needed

Instructions
Cover the pizza dough with tomato sauce, mozzarella, rustic artichokes and bake in the oven. When baked, garnish with tuna and bottarga.
The ideas in this book were the result of various experiences that Pierpaolo Magni has had over the course of years, a master with rare cultural and technical preparation, teacher and coach of the Italian team that has won multiple editions of the Gelato World Cup (GWC), and his son Riccardo Magni, who with creativity has been able to follow in his father’s footsteps. Luciana Polliotti, writer and journalist, one of the founders of the GWC and author of the book “100 anni di gelato artigianale italiano” (100 years of Italian artisanal gelato) published by Editrade, participated in the construction of the book with her experience and knowledge. Finally many Italian gelato artisans have generously contributed their recipes to the work.

YESTERDAY AND TODAY
A book written by three authors, however, could not have been written if the lessons learned from all the work that has been done over the years in many editions of the GWC had not been thoroughly assimilated. The experience of working with pastry chefs, cooks, and ice sculptors in that forum has demonstrated how, armed with a proven tradition, one can profitably combine disciplines and open up production spaces to different ideas, techniques, and experiences, offering professionals the ability to fully express their creativity.

THE TECHNIQUES...
The book, divided into eight chapters, opens with a discussion of techniques. Over the course of many
years, working with thousands of artisans, Pierpaolo Magni has identified several critical points that frozen dessert professionals must deal with. One of the most obvious is the shape and decoration of the desserts themselves. And here Riccardo picks up the baton from his father, recovering ancient techniques and transfiguring them to give gelato a new look.

... AND THE TASTING
Form and content combine naturally, but they can do it in a novel way by changing the traditional manner in which gelato is tasted. The recipes presented in the book take unusual shapes, some made with the practical support of silicone moulds, and strong colours that bring out the precision of the expert hand. The consistency of the gelato becomes more interesting when the traditional creamy softness combines harmoniously with crunchiness. But a good gelato can also become drinkable with original flavour combinations.

NATURAL INSPIRATION
Aroma research is brought to the fore. The new ideas recall nature and suggest the increased use of decoctions, infusions of spices and herbs, and using flowers processed in various ways as original decorations. And fruits and vegetables presented in an unusual way, partially candied for use with gelato products.

COMPLEX SIMPLICITY
New “foundations” for frozen desserts: sponge cake gives way to new bases, cutting production times and, above all, simplifying the process without jeopardizing the end result. And then other tips and original ideas for complex desserts that contain layers of different densities.
Pierpaolo and Riccardo Magni
with Luciana Polliotti

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by EDITRADE
Accademia Bigatton is a lively team of experts with international experience in the field of Italian gelato and pastries. Accademia Bigatton dedicates itself to the preparation and starting up of the artisan makers of gelato, supplying them with suitable technical and logistic support. The team of Accademia Bigatton is formed of experts in the field of gelato parlours, pastry shop, marketing, furnishing and design. The training includes basic level courses for gelato parlours and pastry shops for beginners, both owners and employees responsible for the production. It also includes advanced courses for groups and individuals, personalised courses, innovative courses on specific subjects in the world of gelato and pastries. Accademia Bigatton is based in Portogruaro (Venice, Italy), in the most modern structure in existence in the sector of teaching the art of gelato and pastries. It is equipped with all the most innovative equipment available on the market today.

The courses, which are all free of charge, are held by Omar Busy for the pastry and chocolate making, Ettore Diana for coffee, Matteo Scarello as a permanent teacher. Course list: basic level course for the production of gelato; basic level course for semifreddi and small pastries; basic level course for fruit intaglio; advanced level course for the production of gelato; course for the preparation of filled chocolates, pralines and jellies; innovative ideas and preparation; course for the preparation of sponge cake and meringue; solutions for gelato in relation to the defects and problems of preservation; the tricks of the trade, all the true secrets of the great masters; course for the preparation of gelato on a stick; course for the preparation of granita and cold deserts in a glass, how and where to open up a gelato parlour, pastry shop, yogurt parlour. Other activities: events in collaboration with the most important companies of the sector; participation of internationally renowned masters.
Brazil, that vast and mysterious land inspiring dreams of freedom, is today one of the areas in the world experiencing the greatest socio-economic development. The Accademia Bigatton network could not fail to be actively involved in the development of the gelato sector in this stupendous country. The Chiappetta family, which has had an historic presence in the catering market spanning three generations, has created an Academy workspace in San Paolo. Coordinated by Adriano Chiappetta, an expert in gelato making and creative cuisine, is supported by the President, Alfredo Chiappetta, and his son Renato. In this Academy as in others, the courses for gelato and confectionery are organised according to the rigorous standards of the Accademia Bigatton system, and make natural use of local raw materials produced by Brazil’s flourishing agricultural sector.
On the Island of Mauritius the Accademia Bigatton operates out of Executive Destination Management Ltd., managed by Mr. Denis Goyet and with the permanent collaboration of the master pastry chef, Alessandro Pitaccoolo. The Academy is tooled up with all the latest generation equipment, and promotes highly professional courses for persons wishing to learn the art of gelato, pastry and chocolate making. This Academy was set up to satisfy the demand for the training of gelato makers and pastry chefs throughout the whole of southern Africa. It offers training courses for individuals and for groups, catering for all those wishing to open a retail outlet or to specialise in the sweet art. The premises also house a storeroom where it is possible to find the entire range of Bigatton products.
AUSTRALIA: WIDE HORIZONS

Australia, the distant and marvellous land of the kangaroos, is the setting for the intense activity of one of the dynamic Academies, part of the Accademia Bigatton network, that Bigatton has opened around the world. For Bigatton, Australia has always been an important market for artisan gelato; and today, with the collaboration of Bigatton Australia Pty Ltd, the Italian company can give a creative response to all those gelato makers, of both the older generation and the new, who wish to revitalise or else open new artisan gelato enterprises in this marvellous land. In collaboration with the Manager, Adam Marganis, a highly experienced gelato connoisseur, the Academy offers targeted courses in English, and collaborates actively in the creation of gelato outlets throughout Australia.
TUNISIA has always been near to Italy, both territorially and culturally. Intense commercial activities, huge opportunities for tourism, and exchanges of workers between the two countries have strengthened these ties over the last decade. Italian artisan gelato is a product that is strongly integrated into the food culture of Tunisia today. An Academy - part of the Accademia Bigatton network - has been established in Monastir through the good offices of an Italian gelato entrepreneur of historic importance and Bigatton’s exclusive local distributor, Foued Brahem, and is now able to help all local or foreign entrepreneurs who wish to develop the quantity and quality of their sales.

The courses are run in French by Foued Brahem and by the peripatetic masters of the Accademia Bigatton.
GoGo is Alcas’s new single portion tray designed to support and enhance every type of sweet and savoury single serving. Ideal for finger food, GoGo is distinguished by its minimal and innovative design. And, thanks to its original “wave,” it is simple and functional to handle. This means a perfect grip with two fingers is always guaranteed, enabling you to serve specialities in absolute safety.

GoGo is made in an elegant black colour and is available in three elegant forms: round (10.5 x 9.5 cm, useful area Ø 8.5 cm), square (9 x 10.5 cm, useful area 8.5 x 8.5 cm), and rectangular (14 x 5.5 cm, useful area 13 x 4 cm).
GOGO
TAKE IT EASY

THE TRAY WITH THE WAVE

Gogo is the new individual tray by Alcas with a minimal and innovative design. Its original "wave" allows to hold it in an easy and functional way, in order to get a firm grip with only two fingers. In a smart black colour, Gogo is available round, square and rectangular and it has been created to carry and enhance individual portions both sweet and savoury.
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Anselli has recently celebrated 86 years of activity. The company, in its history, has been placed in the market of Italian artisan gelato, knowing how to interpret the trends in the most innovative way. The company is constantly evolving and careful to changes in the market, it has gained recognition nationally and internationally for the quality of services provided. Today, as throughout its history, Anselli keep a family profile and has still in its catalogue the products which have been proposed at the very beginning, jointly by what, during the time, it was able to create to make the activities of gelato makers more and more professional. Its most innovative proposals include Dopocena, a tasty alternative for the take away. They consists of glasses of gelato prepared following tasty recipes, garnished with combinations of sauces and grains, smartly decorated, a party for the eyes and the mouth.

Bon Bon is a typical Italian high confectionery product that offers an alternative to the gelato during cold season. In a wafer internally coated with chocolate is placed a heart of par-
fait, covered with fine chocolate.

In a cone of plexiglass, Conotorta encloses a delightful cake. Based on the classic Italian pastry recipes, Anselli has created a parfait dessert easy to eat like a gelato cone, a class dessert for walking.

A portion of parfait with a heart of gelato, beautifully decorated to create a dessert nice to see and good to taste: that’s Kubetto, a little sweet pleasure.

Minitorte are tempting cakes of gelato of two servings. Ideal for a romantic date, they have been created because households are always more frequently composed by two people.

Over the past 20 years, the Milano-based company has implemented its range of highly innovative products making choices through which its customers have achieved business success, being able to be different, as much as possible, to the competitors. During this process the main way was always been to design, construct and launch a successful gelato shop.

For Anselli professionalism and business skills were, and still are, the basis on which to build a relationship, precise and punctual, with their customers.

So the store is transformed in time and the know-how allows to keep the value of the handmade product.

The market requires skill and preparation, through the years Anselli cooperate with the gelato makers to create many new points of sale. Together they have identified the location, the setting of the shop up to the choice of equipment for the laboratory.

A global advising, completed with the widest attention to the training, where the techniques of production of the gelato meets the ability to engage the consumer.
FAMILY PASSION

For 70 years at Aromitalia, gelato has been a family passion that has gotten stronger generation after generation, in a constant search for excellence. The Turin-based company is committed to selecting the best raw materials, mixing them, and using them without losing their aroma, blending them to make the most of their complementary characteristics, all coming together in a recipe having a new, delicate balance. Products are developed starting from fruit, strawberries, hazelnuts, pistachios, pine nuts, and cocoa - carefully choosing the best qualities and types, in an admirable blend of tradition and innovation.

Aromitalia has built decades-long relationships of trust with its suppliers, working together to seek out the best quality. And it has always had a pact with its customers: preserve traditional Italian gelato recipes and quality, continuing in this business to preserve the know-how. The recipes are developed in collaboration with gelato artisans, whose practical and technical needs the company knows well, in harmony with the constantly evolving demands of the market. And it is in international markets where Aromitalia has truly focused on professional artisans, assisting them step by step as they discover the culture of Italian gelato.

ONLY THE BEST OF THE COCOA BEAN

Cacao Cortes is the result of Aromitalia’s many years of experience in the selection of the most prestigious raw materials. It is an expert blend of the best quality of cocoa (22-24%) from South America, specifically from Ecuador, Venezuela, and Peru.

Cacao Cortes is characterized by its intense and surprising chocolate aroma, providing a particularly refined flavour, giving each taste a sensation of unique purity that cannot be forgotten. The recipe is 65-75 g of Cacao Cortes per kilogram of milk-based mixture (+35 g of dextrose). The product is free of allergens and GMOs.
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BABBI, LITTLE DAILY PLEASURES

Love, passion, and care in the selection and processing of raw materials are our secret for creating unique, incomparable gelato ingredients. This is our philosophy because we believe that there is nothing better than to give those who eat our products a perfectly exquisite experience, a sweet soundtrack that accompanies the beautiful moments that life offers us.

When we design our creations, we imagine people who are looking for unique and authentic specialties. That’s why all our products evoke something that goes beyond pure goodness. After having conquered the heart of many generations, we continue to reinvent the goodness with new delicacies, perfect at any time of the day.

Babbi offers several specialties to gelato artisans all over the world: the Supreme Peanut, Almond, Pine nut, Pistachio, and PGI Piedmont Hazelnut and the new Walnut pastes; the variegates for the decoration of gelato, mixed with the delicious and unique Babbi wafers; the Golose Babbi, delightful spreads that can be used straight in the tub, mixed or to create gelato cakes and semifreddo. Many solutions to stimulate the creativity of gelato artisans and to tempt consumers, who can enjoy Babbi daily little pleasures anytime they want.
THE SECRET BEYOND A GOOD GELATO
“Selezione Babbi” (Babbi Selection) is the result of the accurate selection of the best cocoa blends and single-origin chocolates. It will offer a new sensory experience to all Babbi customers and chocolate lover. “Selezione Fondente” makes it possible to create a full-bodied, creamy dark chocolate gelato just by adding water. Thanks to its versatility, it can be customized by the gelato artisans by a simple variation in the amount of water in the recipe: they can choose a more intense flavour (with 2.0 litres of water) or a more universal taste (with 2.2 litres of water).

By simply adding hot water to “Selezione Bianco” it will be possible to produce a white chocolate Gelato with a full and velvety texture, rich in aromatic nuances.

To complete the “Cioccolati” range of chocolates, Babbi also offers “LatteLatte Cioccolato Bianco” and “LatteLatte Cioccolato”, two complete mixes that make it possible to serve creamy white chocolate and milk chocolate gelato with a perfect structure just by adding milk.

Finally, for the extra dark chocolate lovers, Babbi has developed “Riso Natura Extra Dark”, a rice-base mix, and “Cioccolato Extra Dark” with chocolate bits, two complete mixes to be used with the only addition of water.
THE SECRET BEYOND A GOOD GELATO
LEMON AND CREATIVITY

Bigatton, always attentive to the demands of its customers, has created a new concentrated paste: Lemon Pie.
It is a unique, inimitable paste that allows you to create a gelato with a sophisticated flavour that resembles the world famous lemon meringue pie.
The fresh lemon taste blends perfectly with the sweet meringue, creating a truly excellent and irresistible blend.
Expertly measured ingredients create a vortex of flavours that can captivate even the most demanding palates, adding the fresh new taste of a pastry classic to your display case. To make Lemon Pie gelato add 70 grams of paste per litre of mix. It is available in 3 kg jars (4 jars per carton).
When the pastry becomes ice cream, it’s Lemon Pie

Lemon Pie - cod. 867NM

The best ingredients for ice cream and pastries since 1946

www.bigatton.com - www.accademiabigatton.com
bigatton@bigatton.com - Bigatton Produzione +39 0421 271554
For those who love intense, creamy tastes, Bigatton created Le Golose, a line of six creams with a unique flavour. They are perfect for variegating and filling gelato, to create thin and thick layers just like the famous traditional Italian “cremini” chocolates.

The soft Mandorlina is a bitter and sweet almond cream that can be combined with chocolate gelato and salted almond crunch. Brontolina is a velvety cream made from pure Bronte pistachio, the inspiration behind the name. It is perfect with milk-flavoured gelato and bitter chocolate variegate. Featuring a white chocolate taste, Cremina can be used as is on any gelato or further flavoured with fat gelato pastes to get new flavours (like Cremina flavoured with peanut paste). Made from pure hazelnuts, Nocciolina can be combined with hazelnut gelato to recreate the typical taste of cremino-type candies. With its intense chocolate character, Cioccolatina is ideal for orange-flavoured gelato, while the delicate Torroncina, torrone flavour with crunchy nuts and almonds, is excellent together with a coconut gelato base. Le Golose are available in 3 kg canisters, four per carton.
Irresistibly Delicious

Le Golose: Cremina, Brontolina, Cioccolatina, Nocciolina ...

The best ingredients for ice cream and pastries since 1946

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Bigatton Produzione +39 0421 271554
The base that makes Italian gelato excellent throughout the world is Doppia Panna 100 Bigatton (Double Cream 100 from Bigatton), the polyhedric product that makes it possible to create a mixture for a creamy, stable and always smooth gelato. Doppia Panna 100 Bigatton is a carefully calculated mixture of top ingredients, processed in masterly fashion, to obtain star results. The Accademia Bigatton organisation, a really valuable source of company recipes, is able to advise those who use Doppia Panna 100 in all its applications and processes. Wrapped in practical 2-kg bags, 6 bags to a carton, it has a maximum dosage of 7% as a proportion of the mixture. Its typical taste of slightly vanilla-flavoured cream goes excellently with the majority of recipes created by the gelatier.
Our cream bases mix!

Doppia Panna - art.101N - 137N
The best ingredients for ice cream and pastries since 1946
www.bigatton.com . bigatton@bigatton.com . Bigatton Produzione +39 02 271554
Because of the new worldwide trend in healthy foods, with yoghurt as a leading player, the Bigatton research unit has created a line of semi-finished products devoted to this important segment of the market.

The careful selection of raw materials that are impeccable from a health and organoleptic point of view, and their application, tested in the company’s research and development laboratory with the active help of masters from the Accademia Bigatton, have led to the creation of absolutely unique products that are making a great impact on consumers. This is how Yo Ready was born, devised to create soft and counter-served gelato with all the taste of yoghurt. The base recipe requires the operator to mix 270-300 g of Yo Zero Zero with one litre of cold milk, then leave to rest for ten minutes, and freeze in the traditional way. A variation on this is Yo Supreme, which offers the same inimitable flavour but has a high concentration. The base recipe requires the operator to mix 30 g of Yo Supreme cold with 40 g of Frutta 7 Days, 220 g of sucrose and one litre of whole milk. In this case too, leave to rest for 10 minutes and freeze in the traditional way. An enriched recipe has also been developed that requires the use of 20 g of Yo Supreme, 40 g of Frutta 7 Days, 40 g of dehydrated glucose, 180 g of sucrose, 800 g of whole milk and 200 g of fresh yoghurt.

The yoghurt gelato can be embellished with the range of flavourings and decorations contained in the Bigatton catalogue.
The best yogurt flavours par excellence . . .

The best ingredients for ice cream and pastries since 1946

2017 is a golden year for Bravo as it blows out 50 candles. It’s been 50 years since the company was founded, and over the time it has become a leader in the world of sweets thanks to its innovative technology that is always being upgraded, and to its crown jewel: Trittico, the first multifunction machine. But the history of Bravo is also that of the Bravo family, from which the company takes its name, founded by Mr Genesio. Today the company is run by the next generation, his sons Giuseppe and Stefano, who have launched the brand into international markets. In 1974, Mr Genesio believed in an innovative idea, and thus Trittico was born, the first patented machine that mixes, pasteurizes, and freezes, all in less than one square meter of floorspace. Innovation, technology, and development were the company’s key focuses until today, allowing it to achieve great success in meeting the needs of gelato, pastry, and chocolate artisans around the world and expanding its market, opening branches in France, Asia, North America, Germany, and the Middle East. Fifty years are an important milestone for the company, which has decided to celebrate by launching a limited edition of “50th Anniversary” machines with a completely golden control panel. The 50th anniversary is also the year of the launch of Equilibrio, Bravo’s new revolutionary system that communicates perfectly with Trittico thanks to Insight technology, consisting of a scale and an app for tablets that allows you to follow step by step, gram per gram, each stage of the production. Another important development comes from the Chocolate Line, with the arrival of the “little sister” of the K24 and K50 tempering machines, the K12 equipped with a 12 kg tank and the same advanced technology of its “big sisters.” Even the pasteurizer has been completely renewed with the Duo Series: now, with one machine, you can pasteurize, cool, and age with the advantage of electronic control of the pasteurization cycles. Discover all the news about Bravo’s golden 50th anniversary on the completely brand new website www.bravo.it and on the Facebook page www.facebook.com/bravospa
Winning ideas don't get changed... they get taken to the next level!

celebrating
#bravo50anniversary

We have been growing with you for 50 years:

Bravo S.p.A.
Bravo France
Bravo Asia
Bravo North America
Bravo Deutschland
Bravo Middle East

info@bravo.it - www.bravo.it

come and discover Trittico 50th Limited Edition

STAND E50 F49 - PAD 6
PAD C5 - 040/075
SIMPLY PERFECT

A combination of cutting-edge technology, advanced design, and maximum functionality, the products created by Brx are the result of continuous research focused on total quality. Each project is developed in harmony with customer needs, through a constructive relationship based on dialog and listening. Thanks to years of experience, Brx offers technical studios, architects, and interior designers professional design support to facilitate the creation of highly personalized solutions, resulting in bespoke counters, perfect in every way.

TRADITION AND INNOVATION

Brx pozzetti counters establish new trends. They are perfect for storing products like gelato, yogurt, and slush, maintaining maximum freshness and hygiene. Different solutions, linear and corner modules, with or without storage unit, which can be combined to reach the number of flavours requested by the customer without losing space. The modules can also be combined with refrigerated, neutral, or hot drop-in tubs for toppings and fillings. The countertop is in stainless steel, or in other materials, on demand. An electric resistance dries any condensation. During the design phase particular attention was focused on energy efficiency. Indeed, the counter has a relevant insulation thickness (70 mm), while the copper coil is positioned inside the tub, in direct contact with the glycol. The preservation of the ice-cream is guaranteed in Delta 0 conditions: same temperature from the top to the bottom.
DEDICATED TO THOSE WHO MAKE THEIR ICE-CREAM A TRUE ART

Lots of places to enjoy your ice-cream

Pozzetto vintage, glycol or ventilated, is created to inspire, to animate a place, to match any kind of situation. Its timeless design, simple but elegant, can be easily combined to every place style. An ice-cream station that completes your bar, restaurant or patisserie, even outside, thanks to the wheels system. Available in any RAL lacquering color.

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YOUR
GELAT
inspira
Carpigiani’s HIGH EFFICIENCY technology
Pastomaster HE
Labotronic HE
NEW ADDITIONS TO THE CARPIGIANI HIGH EFFICIENCY FAMILY

Carpigiani Group has spent numerous years developing innovations energy efficiency working towards the needs of the modern gelato artisan. Water and energy savings have become another important element of the business plan of a small businessman. Two new additions to the HE-High Efficiency family: Pastomaster HE P with the new High Power feature that makes it possible to reach the maximum temperature 20% faster than previous RTX models, and Maestro HE**** that provides outstanding performance, producing up to 13 kg of gelato per cycle. The models in the HE line will also have the new Water filling function, making it possible to fill the cylinder with water precisely and automatically for easier preparation of sorbets and cleaning of the machine. For lovers of experiments, a kit for infusions has been developed for Maestro HE batch freezers. With this kit it will be simple to add new aromas to creams, chocolates and other specialties to make them even more creative and surprising.

For more info: carpigiani.com

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<th>MODEL</th>
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* Hourly production rates vary according to the ingredients used.
** For the cocoa sauce the maximum quantity allowed is 15 kg.
Production rates refer to a room temperature of 25°C and a water temperature of 20°C in the condenser.
*** Other voltages and cycles are available with surcharge.
New exciting surprises for the Academic Year 2017/2018 at the Carpigiani Gelato University with the new courses dedicated to Foodservice Professionals: a unique training program based in London with the mission to develop new skills for chefs and pastry chefs who want to learn the art of Italian gelato and add a magic touch to their menus. In addition, a new calendar of special events organized in collaboration with some of the best pastry and gelato chefs in the world.

After the last seasons huge success, Carpigiani Gelato University is back with the Sensory Analysis course developed together with the renowned Centro Studi Assaggiatori of Brescia to teach gelato artisans, chefs, pastry chefs, and foodies the scientific fundamentals of gelato tasting; learning how to recognize the food’s virtues and vices.

New dates for the courses dedicated to gelato professionals, specifically designed for those who want to differentiate themselves with new wellness oriented recipes. This year’s novelty is Probiotic/Prebiotic and Low Calories Gelatos course that will teach to balance recipes with 30% less calories. New dates also for the renowned Functional Gelato: 100% Vegetarian and SmartFood course, a new approach to gelato with health benefits endorsed by the SmartFood Programme of European Institute of Oncology.

For more info:
gelatouniversity.com - info@gelatouniversity.com
We have a secret tool to convey your success

It’s the power of our Group

Success should be conveyed with care, professionalism and passion. That’s exactly what we do; for 75 years we have served the magical world of quality, artisan ice cream with our paper pots and cups, using the most advanced technology and know-how of Seda Group, a world leader in food packaging.

Naturally we operate according to the highest quality standards (BRC IoP grade AA) in both food safety and environmental sustainability. We only use paper sourced from responsible forest management, which respects the environment, is socially beneficial and economically sustainable (FSC) and all our products conform to M.O.C.A. standards.

This is us; passionate and determined to continue conveying your value.

CARTOPRINT, IN THE SERVICE OF GOOD ARTESAN ICE CREAM SINCE 1939
From the beauty of nature comes the inspiration for the new generic Cartoprint cup, which offers artistic and elegant designs. The “Fruttart” design, a mix of colours and brushstrokes with striking, bright nuances, and the “California” design, which evokes themes of sun and sea with its impressive linear graphics, typical of the West Coast. It is not just the new designs that focus on harmony with nature. Cartoprint has always placed great focus on researching materials and all of its products are in fact made with FSC®-certified paper, which guarantees safety, quality and responsibly sourced materials.

With this in mind, to complete this line, Cartoprint offers the “EcoCup”, which is completely biodegradable, compostable and recyclable, and is part of a range that includes yogurt and gelato pots as well as hot and cold drink cups, all made with paper and Mater-Bi, a polymer derived from GMO-free vegetable oils. The line is Dincertco and OK Compost certified and can be made with FSC® or PEFC™ certified paper. Cartoprint’s “EcoCup” is a result of continuous research within Seda Group, which is committed to providing products that meet customers’ increasing requirements for food-safety in packaging.
With Cartoprint the taste is better because for 75 years we have been producing tubs and paper cups to the highest quality standards (BRC IoP Grade A), both in terms of food safety and environmental sustainability. We only use paper from responsible forest management, which is thus environmentally friendly, socially beneficial, economically sustainable (FSC) and all our products comply with Regulation M.O.C.A. All this allows us to offer an excellent product and place an even higher value on taste!
Ambiente Vintage: vetrine pasticceria e pralineria Move16 e armadi refrigerati MuroZero

Vintage Setting: Move16 pastry and praline cabinets and MuroZero refrigerated displays
Ciam is ambassador in the world of Italian design and technology. Ciam’s headquarters and production facilities are in Assisi, in the Center of Italy not too far from Rome and Florence. Ciam activity began with production of bar furniture for the local market. The success achieved led the company to increase its dimensions extending quickly range of products with refrigerated display counters. In few years Ciam gains a leadership position on professional refrigeration and shop fitting sectors in many European countries. In 1997 the company focuses its attention to artisanal gelato sector and proposes Maxigel: this date signes the beginning of a story rich of success and innovation. In 2001 Ciam presents Spherika, in 2003 Prodigee and Amika, in 2005 Ice Window with its tubs in transparent polycarbonate. In 2007 Ciam celebrates its thirtieth Anniversary with Space, a showcase line characterized by sinuous forms and high performance, and 6040 G1, a beautiful squared showcase with a new patented sliding system of the glass structure that becomes quickly one of its most representative model. In 2010 Ciam presents Mya and Mya Plus, a fantastic new line of professional showcases with exclusive finishing, high flexibility, perfect visibility of product displayed and the possibility to control the temperature all over the display volume. Mya Plus introduces a new Led lighting system that offers low consumption and a great product’s display en-
hancement. In 2011 Ciam proposes Ciao followed by Vertigo to satisfy respectively specific request from artisanal and professional pastry sector. 2013 Ciam is again one of the most interesting company, ready to fascinate its customer with a large range of new proposals: Ice Queen, Tortuga, the new line of total refrigerated showcases, available for fresh or frozen food.

In 2016 Ciam continues the innovation program started in 2015 - with the launch of Tabula Rasa concept, the new materials and new design solutions, Mya Narrow and 6040 R5 with the innovative double opening glass structure - presenting the new display showcase Move 16 with the cinetic motorized opening system of the glass on the operator side and Muro Zero a vertical display fully customizable and perfectly integrated in the shop furniture. Federico Malizia, Ceo of Ciam, describes the secret of company growing success all over the world: “Our success is the consequence of the experience gained along two generations, the capability of combining the creative artisanal mastery with efficient industrial facilities and with advanced processes: the endless renewal of company offer, the ethic in taking decisions and managing employees, returned by Ciam workers with a deep sense of ownership and responsibility, passion and love for job”.


Comprital offers a complete line of avant-garde products to prepare a gelato free from animal ingredients, but faithful to the exciting taste of the best handmade tradition.

VeganYo is a yogurt flavour for an all vegan product: try it in the delicious strawberry, passion fruit or forest fruits flavours.

Base Vegana and Base Vegana Cioccolato are two vegan approved bases easy to use: just add warm water to have a final product with no animal derivatives. Both are certified by the association VeganOK and listed as vegan in their web site and information books.

No milk and no hazelnut are used in the Salsa Cioccolato di Knam, a dark chocolate sauce prepared by the chocolate king Ernst Knam. It can be used as cone filler, to make layers on top of gelato, as a ripple, as a filler for cakes and to prepare milk shakes or hot chocolates.

Perfectissima is a new goal for the enhancement of fruit gelato thanks to the new balance of the combination of the Perfecta’s typical stabilisers and emulsifying agents with a refined mix of vegetable fibres and complex carbohydrates. Its advantages consist of a top and long lasting creamy texture (but without using milk fats and derivatives), a great stability to thermal shocks and, above all, the natural look of fruit and its bold colour for a showcase displaying wonderful natural tones.

And last but not least, the new chocolate and hazelnut vegan ripple, signed by the master pastry chef Emanuele Di Biase.

Advertise new trends in gelato flavours and the exclusive quality of your gelato shop are two essential ingredients for your success. That is why Comprital is offering selected shops its own brand advertising campaign for vegan gelato. A unique chance to advertise the exclusive “difference” of your gelato shop.
Many talk about vegan gelato today, but our history is there to prove that our company, with its love for innovation, was the true initiator of this trend. We were the first to offer a complete range of products for vegan gelato combined with a store communication kit. We were the first to organise a vegan tour in Italy and abroad and the first to present an all-vegan gelato recipe book. We are the only ones who can offer specialised courses with Emanuele Di Biase, the world’s leading vegan pastry chef. To make your store step into the vegan world choose an authentic partner. Choose Comprital.

TRY EMANUELE DI BIASE’S MONELLA VEGAN
Chocolate and hazelnut ripple sauce with no ingredients of animal origin.

COMPRITAL.COM
At last a creamy and tasty gelato for those of us who want to keep in shape. IceFit is the Comprital answer to a gelato which is high in protein (more than twice than a normal gelato) and low in fat (less than half). The perfect gelato for those who are careful about what they eat but who can’t resist the temptation of a good artisanal gelato.

IceFit is a preparation in powder form which is easy to use (one sachet to dilute in a set amount of warm water) in four flavours: vanilla, salted caramel, cocoa, and strawberry yoghurt. IceFit can ideally be offered in both the classic version (in a tub) or as a high-protein (individual) gelato bar, the perfect format for attracting the most interested in this product.

Available to the gelato shop: the nutritional information to display to the customer, labels for the tubs displaying the IceFit logo and a set of “high-protein” recipes using a range of ingredients.
At last a creamy and tasty gelato for those of us who want to keep in shape. With IceFit, Comprital has created a gelato with 25% less calories, twice the protein, and less than half the fat compared to the nutritional values of a normal gelato. The perfect gelato for those who are careful about what they eat but who can’t resist the temptation of a good artisan gelato. IceFit is available in the following flavors: vanilla, salted caramel, cocoa, strawberry yoghurt.

Also as a high-protein gelato bar

*Quantities compared to a normal gelato in the same flavor.
Erremme was established in Foligno in 1985 when the first line of styrofoam gelato containers was started. Since then, the company has developed an extended network of agents and distributors throughout Italy and in the main European countries, and acquired customers worldwide. Over the years, the creativity of the company’s team has created innovative and patented products, all strictly made in Italy, offering a complete range of solutions for gelato, pastry, and coffee shops. In 2016, Erremme presented a new line for gelato shops called BioBio. A variety of cups, thermal containers, and spoons, all made of PLA (polylactic acid derived from corn) and Mater-Bi, a biodegradable and compostable material. Greeny is the first container in the world made of expanded PLA (biofoam). It has the same thermal qualities of standard take away containers, but it can be disposed of in compost. The range of our biodegradable PLA products also offers cups for yoghurt, spoons for gelato, and stacked spoons for our dispensers. The biodegradable and compostable line is rounded out with our gelato cups Kristal Cups and their respective lids. They decompose like food in industrial composting at temperatures over 50 degrees Celsius. With this initiative, Erremme embraces the future and sustains the environment by using eco-friendly materials.
Greeny
THE REAL ECOBOX
MADE OF BIOFOAM

Erremme biodegradable line is made of PLA and/or similar biodegradable materials. PLA, or polylactic acid, is a polymer derived from renewable resources.

BIODEGRADABLE AND COMPOSTABLE

BIODISPOSABLE CUPS
BIODISPOSABLE SPOONS

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It was 1915 when Rachele, wife of Gennaro Fabbri, a young entrepreneur who had founded Premiata Distilleria G. Fabbri, invented the recipe for Amarena Fabbri - marena con frutto - according to a peasant tradition that taught how to enhance the flavour of this naturally sour fruit (hence its name, sour cherry), turning it into a delicacy. One hundred and twelve years later, the recipe for Amarena Fabbri is still the same, although it has travelled wide. First in Italy, where it is a much beloved icon, and later all over the world, from South America to the East, where it has even managed to win the hearts of the Chinese, known for having a very different concept of sweet, when compared with Italians.

To become Amarena Fabbri, the amarena sour cherries must be fresh and crunchy, and in a standard size. They are measured and classified according to size, to be destined to different uses, from creations by the best artisan gelato makers and pastry chefs in Italy and abroad to domestic use. The entire production process is controlled by a sophisticated system and by specialised personnel, in charge of visual selection. A double-check system that makes it possible to trace any anomaly that may occur and to eliminate imperfect fruits.

Amarena Fabbri is, to this day, a symbol of deliciousness made in Italy, and our company's icon. This is also thanks to its ceramic vase with its unmistakeable blue decorations, a loving gift given to Rachele by Gennaro, commissioned to potter Gatti di Faenza.
EVERYONE IS NUTS FOR

Taste today is palm oil free

fabbri1905.com

MADE IN ITALY
The series of LCD combined machines by Frigomat was created to meet the requirements of the gelato artisans, pastry chefs, and restaurateurs asking for rapidity in the creation of their own specialties, offering an always fresh product. It offers two lines: Twin LCD (heater + batch freezer) and Twin Chef LCD (cream cooker + batch freezer). These machines have extended and simplified the operator’s range of production, allowing the preparation of many different products.

Alongside the 6 quick-select refrigeration programs, the batch freezer LCD panel has an interactive “flavour” menu with 24 pre-set freezing programs, where every flavour is treated according to the most suitable agitation mode and consistency level. The Turbo function is meant to increase the mixing speed during the freezing cycle. The “create flavours” function allows to customize and store up to 30 new flavours, expanding the production possibilities.

As for the Twin Chef – the combined machine for pastry use - the production range becomes even wider thanks to a second, dedicated LCD panel for the cream cooker. There, the recipe menu counts more than 30 pre-set programs (including 4 chocolate tempering), with the automatic request to add the ingredients during the different steps of the production cycle. The “create recipes” function is meant to customize and store up to 30 new recipes. Thanks to this interactive menu and also to the recipe book “Together into the art of pastry” the Twin Chef can produce not only gelato and sorbet, but also creams, ganaches, tempered chocolate, jams, fruit jellies, puddings and more.

The complete range of the Frigomat combined machines for both gelato and pastry products share some common advantages and strengths. The glycol bain-marie system does not alter the ingredients flavour, aroma, and consistency. The large and fully removable extraction/transfer spigot (patented), ensures a quick extraction flow, even with very dense products. Its rotation also allows the direct extraction of the product, avoiding the transit through the freezing cylinder. This makes the two parts of the machine completely independent, as if they were two separate units.
80 Models
250 Versions

(Mix treatments, Batch freezers, Machines for fresh gelato, Combined Machines, Ageing vats, Cream cookers, Cream whippers, Soft/frozen yogurt machines, Machines for self-service shops)

Pastry, Gelato or Restaurant: whatever your activities, Frigomat has everything it takes to give you the right, tailor-made solution. Top quality. Always. Each machine is designed to grant the maximum productivity, safety and solidity. Like the GX8, a real one-off among the fresh-gelato machines, made to freeze and serve directly before your clients’eyes. Six wells, easy to use and maintain, record mix refill times and dedicated scrapers, to ensure a higher standard of hygiene.

Such an equipment can only be found at Frigomat.
Of course

Visit us at
Milan Italy
20-24 October 2017
Hall 6, Booth No. F30 G29

www.frigomat.com

The company reserves the right to modify, at any time, the number of models and versions.
For over 40 years the display cases created by Frigomeccanica Group have been an excellent synthesis of technology and aesthetics. They are genuine jewels designed to deliver cutting-edge performance while being pleasant to look at. With its brands Frigomeccanica, Stiltek, Officine 900, and Sifa, the Group is completely Italian. In its facilities located on the outskirts of Teramo, a production space of over 40,000 square meters, the Group produces a full range of display cases for gelato, pastry, food and furnishings for cafés, bakeries and restaurants. Solutions developed to meet the needs of its customers, to whom it offers a complete and customized design service. Among its many products, of particular note is Premium, an exclusive line of professional display cases for gelato, pastries, and pralines. The perfect synthesis of technology and design, it is available in two heights and three lengths, all interconnectable. The flush display surface without barriers allows a perfect view of the product, even from a distance. Thanks to the All Season function, the gelato shop model offers the possibility of choosing between positive and negative temperatures, thus allowing for use during all months of the year. With its eye firmly on the future, Frigomeccanica created “Next”, a collection of modular cabinets available in refrigerated, heated, or neutral versions, in different heights. Designed to occupy minimal space, they have glass walls on four sides with a transparent Plexiglass load-bearing structure, providing a 360° view of the product. Designed for pastry, “Just” is a complete and versatile range of refrigerated, neutral, heated, and hot/cold display cases. The models feature LED lighting inserted into the lateral and upper profiles, facilitating a perfect view of the display surfaces.
PREMIUM

TECHNOLOGICAL HEART
THE MOST BEAUTIFUL FRAME
FOR YOUR ICE CREAM

PREMIUM, AND THE ICE CREAM BECOMES EXPOSITION.

- Dual ventilation for optimal conservation temperature.
- Horizontal modules in two heights for multiple combinations.
- In Total black and Total white. Also available in a choice of attractive colours.
- Internal or external motors with air or water condensation.
- Innovative technology and attractive design.
- Flush top for ice-cream display.
- Anti-condensation double glazing.

Via del Progresso, 10
64023 Mosciano S. Angelo (TE) Italy

tel. +39 085 80793
fax +39 085 8071464
www.frigomeccanica.com
info@frigomeccanica.com

MADE IN ITALY
The beginnings of Fructital are in 1922 in Piedmont, Northern Italy, in the production of ingredients and semi-finished products for the artisanal gelato and pastry-making. Since then, the company has combined the ancient and strong tradition and the most modern technologies to offer its customers a wide choice of quality products.

One of Fructital strengths is undoubtedly the nature of its production: in the catalogue there are no commercialized items because all the products are designed and manufactured within the company. The working philosophy is oriented to spread the culture of authentic Italian gelato and pastry, with a continuous research for ingredients in order to limit the use of additives and to maximize the use of natural food.

Each product is developed and tested in the company laboratory, to guarantee the highest quality standards. All raw materials are refined and processed within our workshop with traditional methods (in particular, all dried fruit is roasted and then cold refined to preserve intense flavour and aroma). “Tonda Gentile Trilobata” hazelnuts, pistachio nuts from Sicily, almonds from Bari: these are just a few examples of what our company does to ensure the artisan a genuine product, whose quality is appreciated all over the world.

Investments in research and development are constant over time. Step by step technical and start-up support is designed specifically for each single customer from the little artisan to the large confectionery company, so that the aspirant gelato maker finds in Fructital a complete partner, ready to offer advice and training. All these factors add up to a simple and flexible business management, which directly involves the customers in developing new ideas and in the creation of bespoke products, recipes and packaging.

Fructital is also constantly investing to expand and improve the production area, in order to offer a safe and pleasant environment to its staff and a punctual service to its customers. The automation of process is under the careful eye of a well-trained production staff, which has maturated experience with the company throughout the years, offering therefore an excellent quality of the products without compromises. The company uses modern equipment that at the same time is able to preserve craftsmanship. The machines are all designed according to the product and not vice versa. Years go by, tastes and technologies change and Fructital is renewed every time. Since 1922, always with the same passion.
WE LOVE VEGAN

DELICIOUS LIKE A TRADITIONAL FIORDILATTE
VEGAN, NO ADDED SUGAR

FRUCTITAL S.r.l. Via Circonvallazione, 20 Buriasco 10060 (TO) ITALY
Tel. +39 0121.56587 Fax +39 0121.56597 www.fructital.it info@fructital.it
ITALIAN STYLE

A tribute to the most popular and appreciated Italian dessert in the world. Gran Tiramisù Italiano is the new Fructital ripple, with Savoiardi into pieces and coffee. The perfect match of Variegato Gran Tiramisù Italiano is with gelato made with Tiramipiùsù paste. A rich gelato with an intense flavour, that recreates the excellent harmony between Savoiardi, mascarpone cream, coffee and eggs, according to the ancient original recipe. A timeless classic that dominates the showcase of every gelato artisan. Try it!

THE FRAGRANCE OF MADAGASCAR

Our new Vanilla paste comes from Madagascar plantations. It needs a careful preparation to be a product of excellence: soft black beans are cut into lengths to collect the tiny and precious seeds that create our sweet and embracing paste. Vaniglia Bianca Madagascar is used with 25-35 g/kg dosage and allows to create a gelato with an extraordinary fruity and floral flavour. Don’t miss this incredible sensory experience!

TIRAMIPIÙSÙ PASTE
- dosage: 80 - 100 g/kg
- packaging: 4 kg bucket
- box: with 2 buckets
- shelf life: 36 months

GRAN TIRAMISÙ ITALIANO RIPPLE
- dosage: as desired
- packaging: 4 kg bucket
- box: with 2 buckets
- shelf life: 36 months

VANIGLIA BIANCA MADAGASCAR PASTE
- dosage: 25 - 35 g/kg
- packaging: 4 kg bucket
- box: with 2 buckets
- shelf life: 36 months
From the Italian most famous dessert, our new variegato rica in savoiardi and coffee.

Gran Tiramisu Italiano

Fructital S.r.l. Via Circonvallazione, 20 Buriasco 10060 (TO) ITALY
Tel. +39 0121.56587 Fax +39 0121.56597 www.fructital.it info@fructital.it
Fugar and WWF are bound by a global commitment: respect and love for nature. WWF creates protected oasis to safeguard the pandas’ life and other endangered animal species. Fugar has always been synonymous with gelato and pastry ingredients made with natural ingredients, in line with the Italian artisanal tradition. In 2017 the company joined with WWF Italy to support the Oasis System project, the network of over 100 protected areas created and managed by the international organization. Because, as Fugar points out, ethics are about actions, not words.

Motivated by this partnership, Fugar has developed the new line of “Panda Flavours,” launching two new exclusive tastes: Lemon Bamboo and Lampon Bamboo (Raspberry flavour). As their names suggest, the two mixes are made with bamboo fibre, an ingredient that is distinguished by its several properties and flexibility. This white powder naturally extracted from the bamboo plant is able to absorb high amounts of water and retain moisture. It improves gelato structure and texture, adding more creaminess and scoopability. From a nutritional point of view, it reduces fat and calories without affecting the taste.

Together with bamboo fibre, the new Lemon Bamboo and Lampon Bamboo products are made with dehydrated baobab pulp. Moreover, inulin and alpha-cyclodextrin are used in place of traditional thickeners. Following this “green” line, Fugar has renounced the use of artificial flavours and synthetic colourings: in Lemon Bamboo there is no trace of colourings, while Lampon Bamboo contains only natural red beet colouring. Both products are designed to make gelato artisans’ life easier: all they have to do is add water and olive fruit to the powdered mix.
HAVE YOU ALREADY TRIED OUR NEW ICE CREAM FLAVOURS
DEDICATED TO THE PANDA?

BAMBÚ
LEMON

BAMBÚ
LAMPOON

Searching for the best products led us to the panda’s footprints: we decided to look after the environment we live in supporting WWF. Therefore we have decided to support the main preservation project of WWF in our country: WWF Oasis’ System is made of more than 100 protected areas in Italy, a great mosaic of environments dedicated to the safeguard of animals and plants.

Fugar supports WWF for the Oasis System.

Ethics doesn’t need words but practical actions.

WWW.FUGAR.IT
LIGHT AS THE CLOUDS

The ingredients of “Le Nuvole” bases are projected into Galatea vegan bases future. They are the result of important research and development works, thanks to Galatea experience grown in its own laboratories.

This evolution enables to obtain a product free from added fat, emulsifiers, flavourings and milk. “Le Nuvole” bases are Galatea’s ability proof to renew itself constantly, providing the lactose intolerant consumer an healthy and light alternative. They are available in four versions.

The H2020 Vegan base is ideal for obtaining a soft and creamy gelato, light like the clouds. Its dosage is 250 grams per 1 litre of water plus 200 grams of brown sugar.

The H2020 Low Calories base allows you to create a Stevia sweetened gelato, strictly vegan certified and without added fat. Its dosage is 400/430 grams per 1 litre of water plus 130 grams of fat vegan certified paste by choice. Sweetened with Agave sugar, the Bio Vegan Base is a unique proposal in the market. Its dosage is 400/430 grams per 1 litre of water plus 130 grams of organic fat paste or organic cocoa.

The Essentia base is a fruit base without “E” for a fruit gelato soft and creamy, true to expectations. Its dosage is 35 grams per kg/mix.

TOTALLY FREE

All the “Le Nuvole” bases are vegan with natural sugars, light and suitable even for lactose intolerant consumers. Galatea Vegan Line is certified and is made with selected raw materials from controlled and certified supply chain without palm oil, added fats or any ingredients of animal origin.
COME AND TASTE
LE NUVOLE

Light as the clouds, free as always!

New Galatea vegan bases for cream and fruit gelato.
COMMITMENT AND PASSION

For thirty years, Geldue has been manufacturing semi-finished products for gelato, always combining the quality of its solutions with an equal efficiency in serving the customer. Geldue’s technical and commercial staff places its hand-on experience and flexibility at complete disposal of the clientele, never failing in offering premium quality products that meet even the most demanding customers’ requests.

Commitment and passion are the everyday fuel of Geldue’s engines and the indispensable endowment for satisfying old and new customers. In the ever changing world of business the quality of products is essential but it would not be enough without a careful and punctual service. Whether it comes to transport logistics or technical and commercial problem-solving, Geldue takes pride in being more than just a supplier, but rather a business partner. With its agents and distributors network, the company sells its products on the Italian territory as well as in several foreign countries spread in Europe, Africa, Oceania, North America, South and Centre America, Middle and Far East.

Geldue manufactures its semi-finished products having in mind the best Italian gelato tradition, offering a wide choice of items such as: milk and water base products, either for cold or hot process, already balanced and premixed, thus ensuring excellent results in terms of taste, texture and user-friendly preparation; complete products in powder, ready to be dissolved in water or milk; soft ice cream products (and frozen yogurt); products for slush in many delicious and coloured flavours; flavouring pastes, with a wide variety of pastes ranging from the most traditional to the most original flavours; decorations.
MIXED BERRIES
ALL NATURE
main ingredients: strawberries, blackberries, blueberries, raspberries, red currants

Via D. Cimarosa, 33 - 40033 Casalecchio di Reno (Bologna) ITALY
T +39 051 6132910 - F +39 051 6132928 - info@geldue.it - geldue.it
WITH GİUSO, MACARONS BECOME GELATO

The Macaron Kit is the new, exclusive product in Giuso’s Dolci dal Mondo (Sweets of the World) line, a selection of gelato products based on the interpretation of sweets drawn from international pastry tradition. Macarons are those delicious chic and refined sweets first created in France, that have now become an icon of the best pastry craftsmanship, greatly appreciated for their wide range of tastes and colours.

Giuso offers the idea and taste of Macarons by combining a selection of ingredients in a layering of flavours and consistencies, recreating the sensory experience of the original sweet. The dominant flavour is that of Almond paste, which recalls the taste of the crispy shell typical of the sweet (the suggested quantity is 70-100 g per kg). The tray is then decorated with pistachio variegate, a cream that is appreciated for its particularly delicate and round flavour. It also features a subtle green colour that adds life to the display case. The whole thing is then adorned with a selection of Macaron cookies in assorted colours to recreate the colourful variety typical of the French sweet. All of the products in Giuso’s Dolci dal Mondo line are developed by combining a basic paste with various variegates and garnishes designed to reflect the idea of the original pastry specialty through a balanced union of the diverse elements. Giuso’s Dolci dal Mondo line includes the flavours of Cheesecake (available in the variants Classic, Ginger, Citrus Fruits, Peanut and Caramel, Chestnuts), as well as Strudel, Viennese Cake, Muffin and Catalan Cream.
CREATE MACAROON ICE CREAM WITH GOURMET FLAIR.

Discover our Macaroon Kit and the “Desserts from the world” line at giuso.it
SWEET EVOLUTION

The winning philosophy of Granulati Italia is encapsulated in its very name. In 1976 Oscar Nesta, together with his partners, founded Solkristal, one of the first companies in Italy to import and study a system for instantizing and granulating food products. The company made its entry onto the Italian market with a line of semi-finished products for gelato and confectionery, bearing the Gelatitalia trademark. In 1982 the company restructured and took the name Granulati Italia. It consolidated its presence in the world of artisan production, and became the first company to use the instantizing process for semi-finished products for gelato. As testimony to the advanced processes introduced by the company, a line of complete granular products under the Gelatitalia label was presented for the creation of fruit gelato, a true precursor of today’s series of complete products.

In 1985 Gelatitalia presented its first epoch-making base, Granulat 50, which opened up the market to modern concepts of gelato stabilising and balancing, a base that still today retains its loyal customers. The development of the company meant that it soon became urgent to find larger premises, and 1995 saw the shift into today’s factory at Boltiere (Bergamo Province). Gelatitalia boasts a complete range of semi-finished products for making gelati and semifreddi, suitable to meet the different requirements of the modern market. Bonfrutta and Friofrutta are two fruit bases for gelato, the first to work hot, the second cold, each making it possible to obtain a creamy and spatula-friendly batch-churned gelato, without fats, milk or milk derivatives. Granulati Italia uses technologically advanced production lines, including its granulating and instantizing plant and a recently introduced ultrasound installation for the microencapsulation of ingredients.

DARK CHOCOLATE HEART

Outstanding among the company’s most innovative products is its Tao Nero, which offers the pleasure of a gelato with the full taste of dark chocolate. It has the advantage of containing no milk or milk derivatives, and is therefore ideal for all chocolate fans who nevertheless suffer from lactose intolerance. This complete product has a quick and very simple method of working, and requires no pasteurisation. The dosage is two kg of product (equivalent to 2 bags) to 3 litres of warm water. To support sales there is a complete package of merchandising, including t-shirt, bandana, taste marker and totem pole.
All the taste of chocolate, with all the lightness of water.

Complete the range of flavours with TAO NERO, a plain chocolate of extraordinary quality, made with the addition of water, the purity of which enhances the distinct and full taste of the cacao. An ice cream without milk or dairy products, ideal for lovers of dark chocolate, perfect for those with lactose intolerance.

www.gelatitalia.it | +39 035 4824335
il Lingotto di montebianco
The new method for the production of Chocolate Gelato

With 24 KARATI, Montebianco introduces a new revolutionary working method.

Ready to use 500 gr tablets that allow the achievement of a fine chocolate gelato.

Compared to standard cocoa products, the Lingotto of Montebianco is a unique product, containing 60% pure chocolate. This allows the artisan to produce a gelato with 20% of chocolate.
Fine cocoa selection with a typical orange aftertaste.

This powder, consisting of 70% cocoa 10/12 and 30% cocoa 22/24, was developed with the aim of inspiring gelato makers to follow an alternative path for the production of cocoa gelato.
A couple of champions for the Montebianco Chocolate range. “Cacao Aurum” and “24 K - Il Lingotto di Montebianco” are the two new products that the company is launching to revitalize a segment that for years has seen little development beyond traditional solutions. With these two products Montebianco seeks to provide two real alternatives to the production area that add quality through innovation and research.

Cacao Aurum
To celebrate this fine selection of cocoa, Montebianco is borrowing a historic trademark owned by the Illva Group - Disaronno. Aurum is a liqueur born in Pescara, in central Italy, from an ancient Roman recipe. Its name, suggested by the poet Gabriele D’Annunzio, is a play on the Latin words “aurum,” meaning gold, and “aurantium,” which recalls its typical orange aftertaste.

This powder, consisting of 70% cocoa 10/12 and 30% cocoa 22/24, was developed with the aim of inspiring gelato makers to follow an alternative path for the production of cocoa gelato, and to create a starting point for the development of a line of products that is increasingly sophisticated and refined.

The new, modern and trendy packaging, made with soft touch technology, fully conveys the product’s quality even before opening the package.

Use: In 500 g of boiling water dissolve 250 g of Cacao Aurum together with 205 g of Pluridgel and combine the whole mix with 2500 g of white base.

Recipe: 50-70 g per kg of mix

Tip: Using boiling water will help to produce a gelato with intense aroma and guaranteed creaminess.

Packaging: 1.5 kg bag (code 7805095), carton of 8 bags

Guru Tip: Roberto Geraci (White Room).

“Variegating the Cacao Aurum with Nocciolotta la Pastosa (400 g) and completing the tray with candied orange rind (200 g), you will offer your customers a delightful alternative.”
24 KARATS - Il Lingotto di Montebianco

24 K is the new revolutionary method for making a chocolate gelato with a very creamy consistency. The main idea behind this new product is to subvert the work method for producing chocolate gelato. Compared to classic cocoa-based products, the new development consists in a single component, an ingot ("lingotto") containing 60% pure chocolate. This characteristic allows the artisan to produce a finished gelato with about 20% of fine selected chocolate. The difference compared to other gelato can be noted in the texture, which is more creamy and smooth, without any grittiness. Currently available in Dark and White versions, 24 K is a project with the ambition of becoming a full range satisfying the palates of the whole world.

Recipe: the recommended proportion is 1 ingot weighing 500 grams melted in 1 litre of warm milk. For one tray are needed 3 ingots and 3 litres of milk.

Packaging: pack of 3 ingots (code 514012), carton of 6 packs.
TENACE
sciroppe per sorbetto ad alta stabilità
syrup base for high stability sorbets
BASE AUDACE!
tenuta libera dai pregiudizi

aroma free
gluten free
gmo free
emulsifiers free

montebianco

montebiancogelato.com

PARTNER
Concetti Mondi da Pithiviers
CUPA 2017
Third millennium consumers demand increasingly more comprehensive food security. It is an inalienable right to be protected from the consumption chain. Gelato artisans have a duty to provide such protection, and companies have to ensure high safety standards. Life Trail is a path that Montebianco undertakes to guarantee its customers and consumers a clear Food Policy based on mutual trust. It is devoted to the continued research of pure ingredients in line with proper nutrition. Life Trail is an ambitious project, which presents Montebianco with some choices that sometimes contrast with industrial logic, but allow it in the future to constantly ensure the best possible ingredient solutions according to historical need.

We know we are not perfect, which is why we believe in Life Trail. It is a philosophy that provides Montebianco with a technically difficult path. With Life Trail we continue to evolve. Scientific progress, the Group’s constant research and the operators’ curiosity, enliven and drive the will to improve.

We already have a number of Life Trail products, many more are going to be created. Montebianco has been eliminating artificial flavours from its products. We are replacing hydrogenated fats with refined fats, we do not use GMO products and have many Gluten Free products. This is just the beginning.

We draw on the technical expertise of Universities, experts of Nutrition and those great confectioners and gelato artisans who make the profession’s international history.
We insist on full traceability of some noble raw materials, to ensure the highest chain quality standards. We want to improve in total harmony with our customers. Through Life Trail we will build a renewed and consolidated trust with our consumers.

THE CRITERIA THAT INSPIRED LIFE TRAIL

A Life Trail product must meet expectations based on strict criteria, related to easily understood, precise, quality and ethical values. Each of the three selection criteria, is a driving reason for a Life Trail attribution. They make sure that a Life Trail product can never betray the values expressed by other criteria.

Transparency. The guiding principle of this policy is to clarify information provided to the product user, who must concretely understand the important features. Transparency refers to what the user sees, such as the label specifications which must be clear and easily understood. It is also related to the product’s creation and manufacture. A product is worthy to be called Life Trail when it uses certified ingredients, respects a precise traceability of the raw materials and when its production processes are safe and guaranteed. Territoriality. Qualitative values are attributable to specific geographical areas which generate their own products. This uniqueness makes them universally recognisable even compared to similar alternatives. This happens if that value is guaranteed and certified by institutions which are not attributable to a single organisation and/or company. The Life Trail name is given to those products that guarantee their origin from the original production areas and are indisputably certified. Taste. Food technology creates products that replicate the original taste of a particular food. This creates a synthesis that only partially respects the natural flavour. Life Trail is only awarded to products that faithfully replicate the original taste. This is because of a high content of natural ingredient, and for the “naturalness” of the additional ingredients during the processing. To be a Life Trail product, it must consistently taste like the natural main ingredient so that it can be recognised with closed eyes, by the palate of any qualified consumer.
one click away to the authentic Italian Gelato
have a look at our new promotions and special offer at
www.montebianco-usa.com
Thanks to White Room, Montebianco becomes even more “global”.
We have chosen our Gurus among different professionals in pastry and gelato business, creating a dream team with wider vision and global experience with aim to develop new products according to global new trends and according to Life Trail philosophy (www.lifetrail.global)
White Room is an internal Montebianco laboratory of ideas, which aim is to encourage the pursuit of excellence. Innovation, long-term vision and no compromise are only some features of this department, a place where tradition has no dogmas and innovation has a no compromise quality as unique commitment.

White Room is powered by a permanent activity of experts, applicators, international chemists and technicians that, directly collaborating with Montebianco R&D, search for a constant improvement aim to offer customers a concrete support, through a transparent Food Policy, voted to a continuous research for the clean product and in line with the right nutrition rules.

White Room is composed by excellent experts with multi-ethnical culture and origin, internationally well-known - including some World Champions - that daily live the sector’s reality.

The project aims to stimulate discussion and the exchange of views in order to turn ideas into long-term real projects.

White Room has its own institutional headquarter within Montebianco Group based in Saronno (Italy). The department represents a real brand, able to communicate the excellence of Montebianco on the outside and with the company’s stakeholders.

White Room manifests through an activity in constant evolution, by alternating follow-up and trial situations in a reserved structure, to a permanent debate among experts involved through digital channels. During every public event with commercial spread, the project shows its own ideas through engaging training activities and, when possible, spectacular actions.

Follow White Room gurus on www.white-room.guru
WAREWASHING MACHINES

Since 1967 Hoonved’s industrial washing machines have been designed and manufactured with maximum attention to quality, hygiene, reliability and technological innovation. In 1996 Hoonved became part of the Ali Group, a world leader in the design, and production of foodservice equipment. Today Hoonved offers a complete range of glasswashers, dishwashers, utensil washers and rack-conveyor machines for bars, restaurants, pastry shops, bakery, butchery, gelato shops, catering and food processing industries.

Production is entirely carried out in its Italian factory which includes the R&D, the marketing and commercial department, carpentry, two assembly lines, and warehouse for spare parts-machines and after sales service. Fast delivery times are guaranteed for machines and spare parts.

The company organizes professional training for our dealers to improve their knowledge of the washing machines. After sales service relies on a database of spare parts, exploded views and multi-languages specifications, able to support any request for technical assistance. Every dealer can see all data 24 hours a day on the company’s website. Hoonved machines respect the European regulations, the WRAS for England and UL certification for the USA and Canada. The quality system of our company has been found to comply with the requirements of UNI EN ISO 9001:2008.
NEW HOONVED GLASS AND DISHWASHER CE LINE: A HIGH QUALITY RESULT IN CONSTANT COMPLIANCE WITH THE ENVIRONMENT
ONE FOR ALL

A REAL PLUS
The multifunction machine Cream Plus Touch Screen is available in four versions (3-4-5-7). In the upper tank, it operates as a true crema mix water-bath with glycol cream cooker that heats and cools the mixtures in an independent way from the freezing chamber. Through the touch screen, the operator can choose between 17 preset recipes that can be modified, and can create three more custom recipes. Every recipe is made up of 12 phases and, for each one it can be adjusted speed, temperatures, and heating or cooling power. The lower cylinder works as batch freezer Lcd Genyo: the revolutionary touch screen allows various functions, among which adjustment of the overrun level and consistency adjustment.

IT’S EASY, IT’S MIKRÍ!
Mikrí is the new professional counter top batch freezer by Icetech, the ideal machine for the Horeca industry. It is easy to use and compact in size and as a result of its air condensation system and single phase power supply, it can be installed anywhere. Its main features include a beater with stainless steel structure, realized with three polymer blades suitable for food products. The machine’s hopper has a large opening to feed the mixture quickly and the door is entirely made of stainless steel with a safety latch. Its high performances complete with the electronic timer, which also allows you to control the batch freezer timer remotely, and the selector, offering a prompt reading to select the batch freezer, extraction, washing and stop phase.
GELATO EQUIPMENT SHOP DESIGN
The sweetest trucks ever made their way to the most beautiful Italian and European cities. Gelato Festival, the biggest food event entirely dedicated to traditional Italian gelato went with great success to Florence, Rome, Turin, Milan, London, Warsaw and Hamburg.

As Official Technical Sponsor of Gelato Festival for the upcoming triennium, Ifi has customized the gelato trucks with its cooling technologies and displays for the gelato professionals and sponsors involved.

Sixteen local gelato artisans participated in each stage with their unique flavours and competed to gain access to the European Finals, that will take place in the iconic Michelangelo Square in Florence next September 14th-17th, for the ultimate chance to be crowned 2017 European Gelato Festival Champion. The vote of a technical jury, selected from a panel of food experts, combined with the people’s vote, will decree the two winners of the Senior and Junior categories attending the competition.

The above-mentioned cities spoke gelato for three full days: gelato samples, fun challenges and workshops filled the village with gelato-related activities.

At truck “Caterina” Ifi hold the workshop “Lifechanging Gelato”, a professional sneak peek on the gelato business, with case histories and an overview on the fundamental steps to start a gelato shop (with a business plan that evaluates investments and profitability) and the “Tonda Challenge”: a fun competition involving the artisan gelato makers, who were asked to prepare the perfect gelato cup of exactly 60 g. Portioning the correct amount of gelato is fundamental, but far from easy: a Golden Spatula, symbol of gelato Mastery, was at stake for the ones that, on each stage, reached the highest ranking.
Art for excellence

BELLEVUE + Panorama technology

TONDA
Honorable mention XXIA
NEED SPARE PARTS?
LA NUOVA GPR IS THE SOLUTION

Our company was founded on passion for the world of coffee and professional espresso coffee machines. After 20 years of experience in the spare parts sector, constant sales research, the investment of our human resources in continued training, and professional development in the restaurant business, we have expanded the range of products from coffee machines to coffee grinders, dishwashers, and ice cream machines, increasing our range of products and investing in the production of spare parts and our own products.

In the gelato business, today we are the world leader in the production of compatible spare parts that are perfectly interchangeable with the original parts, all of our production being strictly Made in Italy, making it possible for us to maintain the quality and reliability that has always distinguished Italian products.

We boast the widest range of compatible products for major brands on the market, and year after year we continue to invest in new products to expand that range.

Goods always available and shipping available worldwide in 12/24 hours, to offer a dedicated, modern service.

Download our catalogue and try us. Your trust will surely be rewarded!
FOLLOW THE MUSTACHE!

Loveria is the amazing cream made for artisanal gelato shops. Soft and with an intense flavour, it’s ideal for rippling gelato, decorating cakes and semifreddos, for filling crêpes and making delicious Cremino gelato. Thanks to its remarkable packaging, Loveria can be placed in the display case in its tub and even be sold as a gelato flavour to be enjoyed by itself. It is available in six flavours: Classic, Dark Chocolate (vegan), White Chocolate, Hazelnut, Pistachio, Caramel and it is even easier to serve using the practical dispensers that come with the kit.

CREMINO LOVERIA,
NEW TRENDS FOR THE GELATO SHOP

With Loveria cream you can make the original Cremino Loveria, a brand new flavour experience that is a perfect combination of flavours and consistency. You can get it by layering some delicious Loveria cream on top of traditional gelato to give your gelato shop all the charm and the timeless flavour of Cremino Italiano. When you add Loveria creams to gelato you can create an infinite variety of combinations for the clients of your gelato shop. Discover all recipes in our Cremino Loveria Recipe Book.

IT’S EVEN EASIER
WITH THE NEW DISPENSERS

Loveria kit includes practical dispensers to be mounted right on the tubs for a complete product line at the gelato shop, as well as fast and clean serving. Try the novelty, fill cones with Loveria as well, to serve a true delicacy with an irresistibly soft and delicious centre. Display all six of the new Loveria creams at the gelato shop, and let the clients decide which one they want. The kit also comes with a Loveria poster and the original cylindrical counter-top display for truly effective communication... even at the gelato shop!
Follow the mustache.

Loveria is the amazing cream made for artisanal gelato parlours. Soft and with an intense flavour, it’s ideal for rippling gelato, decorating cakes and semifreddos, for filling crêpes and making delicious Cremino gelato. Thanks to its remarkable packaging, Loveria can be placed in the display case in its tub and even be sold as a gelato flavour to be enjoyed by itself. It is available in six flavours: Classic, Dark Chocolate (vegan), White Chocolate, Hazelnut, Pistachio, Caramel and it is even easier to serve using the practical dispensers that come with the kit.
Since 1950, Linea Dori 3000 is a reference for the designing and realization of wooden work tools for bakeries and pizzerias. Our products are produced entirely with wood not chemically treated, and the handling process is carried out without using glues or any other product that could be harmful in contact with food. The Dori production is granted by its registered authenticity trade mark, heat-branded on each produced item.

WOOD... THE BEST MATERIAL FOR CRAFTING WOODEN PEELS FOR OVEN USE AND BEECH SHOWING BOARDS FOR BAKERIES AND PIZZERIAS

According to bakery and pastry technical manuals, wooden showing tables are the best solution for the conservation of final foods like bread, pizza, sweets etc. thanks to their high degree of hygroscopicity (moisture absorbing capacity) and their inalterability from the exposure to air and light.

Wood that comes into contact with food products doesn’t change their composition, provided that is clean periodically and adequately, in line with current Italian rules in the area of hygiene of food (law 283/62, DPR 327/80).

WARRANTY AND DECLARATION OF CONFORMITY

We declare that wooden beech showing tables for “pizza alla pala” are treated with chemical treatment for food use, so they can come into contact with pizza, bread and other food products. For our products we release the warranty certificate and the declaration of conformity.
Quality is served...

...naturally, on a Dori cutting board!
M.A.G. acronym of Mastri Artigiani del Gelato was created in Milan in 2011, with the founding idea of presenting a truly homemade gelato, starting from natural ingredients. It also introduces the delicious “Gelato Biscotto”, an exclusively industrial product nowadays, but born as an artisanal speciality.

The company was conceived by a large working group headed by Anselli, a historical company in the trade of Italian artisanal gelato. Anselli has been working along with other professional companies, marketing specialists and skillful communication players. The result is remarkable: shops with high visibility from the outside, with sophisticated interior design. Inside, the M.A.G. Gelato specialties are put on display, as well as a delicious and attractive café corner.

Even the choice of the colours is not left to chance: it starts from red, chosen for the brand name, the table of the tastes and the chandeliers, nicely contrasting with a light cream colour, present in the furnishings of the clear panelling woodwork that gives a pleasant experience.

The development of the project, which took almost two years of work, has finally seen its concretization with the opening of the first store of properties in Milan.

Since then, M.A.G. is constantly growing and the working group offers to its customers the format development in affiliation, ensuring recognition of the outlets, a precise identity, constant supplies of quality raw materials and comprehensive advice.

At this time M.A.G. shops in affiliation are three in Italy, and three are opening in the Middle East (Saudi Arabia and Lebanon).

The experience of M.A.G. customers is an important feedback: from the opening of each store, the shops have witnessed long and steady growth in sales and visibility of the target market.

M.A.G. is present to Sigep 2017 - Pad. C1 stand 121. For more information: gelatomag.it - facebook.com/gelatomag - it pinterest.com/gelatomag
Catch the moment

Discover the world of MAG
and become Master Artisan of Gelato
The Mazzoni Group represents one of the primary suppliers of fruits and vegetables in Italy. The company manages the full supply chain of numerous species, from research and development to production, from nursery to final transformation, and each year it sells 15,000 tons of products.

Of all its many activities, it is particularly specialized in the strawberry supply chain. In this context it carefully selects the most suitable varieties, cultivating certified plants, and directly following the full production process according to specified protocols, to the point of deep freezing and production of cubes, halves, or purees. The product range also includes many other species like blueberries, blackberries, sour cherries, cherries, peaches, and apricots, supplying the best solutions to the processing and catering businesses.

Considered a pioneer in the deep-freeze industry, as early as 40 years ago the company had understood the potential of frozen fruits and vegetables to sell alongside its line of fresh products. Hence the choice to start supplying the principal Italian processing industries. Since 2015, the Mazzoni Frozen division has used fruit from its own supply chain to produce a complete range of purees in its facilities at Tresigallo, Ferrara.

Puree is sold both to industry and to artisanal gelato and pastry shops, and is available in packages weighing 1 kg and 10 kg. Of the exclusive specialties from Mazzoni, particularly worthy of note are the fruit skins, peaches and apples emptied of their pulp by a patented machine and then supplied to artisans so they can fill them with cream and other fruits.

The company exports to destinations ranging from the Middle East to the Far East, as well as to northern Africa, and its network of distributors is constantly growing. In 2016 a subsidiary in Spain was opened with two platforms that follow industrial and HoReCa channels.

FRESH AND AUTHENTIC, LIKE IT WAS JUST PICKED
Mazzoni

From our fields to your sweet ideas. Fruits purees Mazzoni!

100%
Italian quality

- 50 years experience
- 35 flavours
- Fruits from A to Z (R&D, Nursery, Fields, Fresh and Frozen Fruits)

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Mazzoni S.p.a. - Via del Mare n°4 - 44039 Tresigallo - Ferrara (Italia) www.mazzonigroup.com
Mec3 International School of Gelato is one of the most popular and highest performing schools in the international training arena, and every year for more than a decade it has been training over 1,000 gelato artisans worldwide. It is the only one applying the “one-to-one” approach, with classes restricted to only 12 students with individual fully equipped workstations, making it possible to put into practice immediately what is being taught by the teachers. A team of experienced Master Gelato Chefs are selected by the market leader to welcome and follow the students step by step, whether they be novices or experts. Great attention is paid to aspirant gelato makers: a teacher is at their complete disposal to create a tailored training program, according to the requests and objectives of the student who can choose knowledgeably whether to undertake a complete or turnkey training course. Beginning with the “Basic course for Gelato” an introduction to the world of gelato addressed to those with no experience who wish to embark on a new exciting business adventure. The “Marketing course”, dedicated to those who want to make their business dreams come true, offers a complete guide on how to pursue the aspects of management, human resources and marketing. The school calendar also includes “Advanced courses”, intended for all those gelato makers that like to delve into the world of fruit and creams and wish to study new recipes for their customers. The “Gelato Pastry Course” provides qualified training on how to use gelato as a base for pastry products and introduce this new proposal to the gelato shop. “Decorations at 360°” is a practical course on how to create and apply simple but impressive decorations using chocolate, isomalt sugar and fruit. The “World of Semifreddi” offers the opportunity to learn all the fundamentals in order to specialize in the production of this delicious semi-frozen Italian dessert. For those who live abroad, Mec3 offers the occasion to follow many different kinds of courses at the headquarters in Munich, Budapest, Prague, São Paulo, Miami, Shanghai, Hong Kong and Dubai. For the school year 2017-18 there will be many interesting novelties dedicated to gelato makers who wish to increase their knowledge and amaze their customers! Information and inscription: school@mec3.it - www.mec3.it
YOUR PASSION, OUR METHOD

Sign up for a course at the MEC3 International school of Gelato, for over a decade one of the highest performing schools in the international training arena, the first to have introduced the ‘one to one’ method making it possible to put into practice immediately what is taught by the teacher.

34 Courses dedicated to the art of gelato and pastry making and 4 academic packages made to measure for you.
For 15 years, the secret of Cookies® the Original has been its unique and original combination of Cookies paste with the delicious Cookies® variegate containing pieces of crunchy shortbread biscuits. Fantastic in the classic version, and just as irresistible in the Black variant: a luscious gelato that combines the delicate creamy taste of white chocolate with the crunchiness of extra dark cookies. In 2016, the range expanded even further with the addition of Cookies® Gluten Free, the version that was missing and that has allowed consumers with gluten intolerance to taste the proverbial goodness of Cookies® in a new and surprising variation.

Yet another way to satisfy this specific customer target thanks to the arrival of Frollino Cookies® Gluten Free. Having conquered gelato lovers around the world, the famous Mec3 flavour this year is ready to impress its fans with a new, tantalizing variation: Cookies® Spicy. A delicious biscuit in which the combination of spices, creamy gelato, and caramel flavour give rise to something exceptional!

But Cookies® isn’t just for gelato its versatility makes it possible to create an almost endless series of recipes, all available in an exclusive collection of recipes: pralines, gelato on sticks, cakes, truffles, mini Cookies®, cones, and lollypops. Because when it comes to Cookies®, there’s a whole world of cookies gelato!

For information: www.mec3.com

COOKIES SPICY.
ALL THE GOODNESS OF COOKIES IN A SENSATIONAL VARIATION!
Cookies® The Original is a truly special story.

Once upon a time in 2001, the story began when this amazing idea arrived in the MEC3 workshops: Just a few ingredients amongst which excellent cocoa, sugar, hazelnuts and delicious crumbled Italian shortbread biscuits. The quality of Cookies The Original will be one of the secrets of your gelato shops success.
The sweetness of the Quella® family is multiplying; 2017 introduces two new exciting novelties.

The crunchiness of rice crispies encounters the taste of hazelnuts and cocoa to create Quella® Crunchy, a product that can raise the level of taste!

Outstanding to create chocolate cremini, alternated with gelato to experiment intriguing mixtures and consistencies, or why not use to variegate adding a crunchy effect to your creations.

Quella® Milky irresistible exactly as it is, perfect for giving chocolate cremini a note of mouth-watering sweetness, the soft cream with a milk chocolate flavour will conquer consumers of all ages.

Two new delights that expand the range of creamy spreadables by Mec3 for the gelato shop: Quella®, Quell’altra®, Quello®, Quell’altro®, Quella® Peanuts and Quella® Pistacchio.

For suggestions and ideas there is a new and complete Recipe Book for the Quella® family, a useful tool to learn more about some of the main applications of the Quella® family creams, with more than 30 recipes designed to create sophisticated chocolate cremini, refined pralines and interesting new ideas.

For information: www.mec3.com
GOODNESS IS A FAMILY AFFAIR

THE QUELLA FAMILY EXPANDS!

WITH THE ARRIVAL OF QUELLA MILKY AND QUELLA CRUNCHY, THE RICH COLLECTION OF SPREADABLE CREAMS FOR GELATO SHOPS ENRICHES EVERY SHOWCASE WITH GOODNESS AND FANTASY! SPECIALITIES WITH A UNIQUE CHARACTER, WITH ALL THE CREAMINESS OF THE FAMILY.

FOR FURTHER INFORMATION CONTACT US AT

+39.0541.859411  mec3@mec3.it  mec3.com

MEC3
The Genuine Company
BESO DOBLE, 
IN STEP WITH SWEETNESS

A flavour that tells a love story... an overwhelming passion between the intense gianduia and the plain dark chocolate, entwined together as if two dancers engaged in a spectacular pas de deux...
The name of this new flavour launched by Mec3 originates from this passionate step: Beso Doble, in step with sweetness the flavour that evokes the sweet seductive taste of “Baci di dama”. An authentic dance of taste performed thanks to the perfect combination between the base, a fierce and intense gianduia, and a powerful dark chocolate variegate covering the roasted almonds and black biscuit grains. A delight that is beyond words, ravishing and conquering the palate. The perfect combination that gives life to a dance created for a duo of “principal dancers” capable of conquering the audience, together and separately alike, in an infinite succession of skilfully mixed flavours, with a finale that satisfies all the senses...

For information: www.mec3.com
Beso Doble
In step with sweetness

Let yourself be seduced by the smooth taste of hazelnut and cocoa and by the intensity of the dark chocolate, a double step on the crunchy notes of almond and biscuit grains.

For further information contact us at:
+39.0541.859411  mec3@mec3.it  mec3.com

MEC3
The Genuine Company
THE TASTE IS A WONDERFUL TRIP

New cups Hot & City. Add taste of the journey to your ice cream.
Hot & City is the new line of hot drinking and coffee paper cups with original design that reproduces some of the most fascinating cities in the world: from Milano to London, from New York to Paris, from Rio De Janeiro to Naples. Stylish, durable, produced with maximum respect for the environment, the cups Hot & City are thought to be a travel companion with which explore the most beautiful corners of the planet and discover deeply the taste of every ice cream.

Available with CE Marking and "line measure" printed to indicate the exact volume of the beverage contained according to the Measuring Instrument European Directive 2014/32/EC.
Let’s take a more detailed look at other items offered by Medac. Cups for French fries are available in the open 120 gram version, ideal for the immediate enjoyment of delicious specialties and in five closable size from 120 to 280 grams. These closable formats have ventilation holes to release the heat, thereby maintaining the crispness of the contents intact (on request they are also available without holes). They are also suitable for cold foods, allowing you to use a single container for multiple uses.

Complete with lids (even with an X perforation), Pop Corn containers are produced in...

With Medac, the world of take-away containers is in continuous evolution: new shapes, new technologies, new materials... The new products realized by the Research and Development division of the company based in Salerno have a clear objective: to ensure the perfect preservation of every food offered in the Ho.Re.Ca channel and in the world of gelato and pastry, with one eye always focused on protecting the environment.

Drinks & City cold drinking cups (from 200 to 700 ml) and Hot & City hot drinking cups (from 80 to 580 ml), are very popular with representation of famous monuments and symbols from around the world. Each cup includes the CE marking in accordance with European Directive 2014/32/EU, thus ensuring the precision of the “line measure” indicating the exact volume of the drink.

All Medac containers are suitable for contact with foods that are chilled, at room temperature and warm (up to 70°C for one hour). Some of them are designed to preserve frozen foods to go.

In addition to the standard print, carefully studied in every detail, the customer can customize orders with a very minimum quantity.
seven different volumes, from the smallest measuring 707 ml to the largest with a capacity of 5520 ml for the most voracious consumers. Medac’s pride and joy is Tower, an original takeaway “dish” developed vertically for hot and cold culinary creations. It is available in 6 sizes ranging from 500 to 1000 ml, a “shorter” 1000 ml model is also available which, like its fresh print motif suggests, lends itself perfectly to delicious salads.

Flower conveys a mysterious botanical charm. It closes to protect its contents and when opened it blossoms like a delicate flower. Its form and functionality leave ample space for creative uses. Besides its traditional use for food, it can be employed as an original container for candies, chocolates, and gadgets. Available in two sizes of 200 ml and 570 ml, it comes in six different designs (plus the basic one in white).

Medac also offers a full range of snack, sandwich, quiche, waffle, pizza, and crepe containers with realisable flap. There is also a food container with a handle useful to carry any specialty. Always sensitive to the needs of its customers, more than 20 years ago Medac chose to certify its quality management system in accordance with the UNI EN ISO 9001 standard. Over time, the company achieved nine certifications more, issued by accredited national and international organizations. These include the Environmental Management System (UNI EN ISO 14001:2015) and the Social Accountability Management System (SA 8000:2014). The company show off more certification such as FSC®, OK Compost, and PEFC™.

Putting your trust in Medac experience means finding the right solution for every takeout need, fully respecting humanity, society, and the environment.
Modulo Inox is an established Italian company specialized in the production of stainless steel accessories for cafés and restaurants furniture. In the development of its products, the company has always paid close attention to the careful selection of raw materials. Each item features details and technical solutions focused on the practical use, the result of intensive research and innovative production processes.

Modulo Inox catalogue includes a comprehensive range of stainless steel doors and drawers for refrigerated and deli counters. Standing out among these are the Ice, Igloo, and Iceberg lines, featuring an extensive range of steel and glass doors and drawers, all characterized by a minimalist design combined with exceptional functionality. Other products available include stainless steel accessories like sinks and gelato trays, available in versions with edges for recessed or welded installation.

Since its birth, Modulo Inox has paid the utmost attention to environmental issues. Among its goals there is the constant increasing efficiency of its production lines, implementing a vision of total quality.

Every management aspect of the company is focused on the complete satisfaction of the customer, ensuring promptness and speed in providing answers. All this is done every day thanks to the professionalism and preparation of its team of employees, who works to systematically apply the quality principles established in the company's ISO9001:2008 certification.

Widely available in the Italian market, Modulo Inox is committed to expanding its presence in Europe and the Mediterranean through a targeted sales strategy and an established network of dealers and warehouses.
Casetti e Sportelli in Acciaio Inox
Stainless Steel Drawers and Doors / Tiroirs et Portes en Acier Inox
Schubladen und Türen aus Inox-Stahl / Cajones y Puertas de Acero Inox
Ten flavours, all irresistible, of a product that has reached legendary status in record time. PinoPinguino is the gelato cream that remains soft and scoopable even at freezing temperatures, and then melts in the mouth in an explosion of pleasure. The perfect harmony of ingredients gives the line of PinoPinguino a genuine, full, and enveloping flavour. Moreover, their exceptional texture makes them extremely versatile and suited for use in a thousand different ways, and in the most original creations.

There are two new developments for 2017: PinoPinguino Lemon Palm Oil Free, with the tasty flavour of lemon, and a new version of PinoPinguino Classic Palm Oil Free. These are added to the other palm oil free products already present in the range, Almond, Black, Nocciolino (Hazelnut), Peanut, Pistachio, and Waferino. The range is completed with the ever-present PinoPinguino White, and Croccante.

In addition to products, PreGel has developed a complete line of PinoPinguino point-of-sale merchandise to promote the flavours and to attract more customers every day. Please contact us to request the official PinoPinguino merchandise that best suits your needs, choosing from a wide range of decals, counter displays, shapes and flavour markers, napkin holders, change trays, cups, gelato spatulas, apparel, accessories, and much more. Also ask for the new PinoPinguino complete recipe book to discover many new ideas and recipes, like the delicious PinoPinguino Drinks for all seasons...

To stay up to date with PinoPinguino news, follow its Facebook page at www.facebook.com/pinopinguino.official
PinoPinguino

A flavor icon.

Classic, Almond, Black, Croccante, Nocciolino, Peanut, Pistachio, Wafferino, White and the new Lemon flavor. Now also available palm oil free.
More than just a product: PreGel Yoggi® is now the forefather of a whole family of yogurt-flavoured products for gelato, soft gelato, desserts and drinks.

Born over 30 years ago thanks to the insight of Dr. Rabboni, founder of PreGel, Yoggi® has a unique and very natural flavour, perfectly in line with the taste of fresh yogurt. And it is precisely this characteristic that, more than 30 years later, still makes it impossible to imitate. Immediately a must in all artisanal gelato shops, PreGel’s yogurt flavour spread worldwide thanks to its Frozen Yoggi® version, created to make a soft and creamy frozen yogurt. Its launch sparked the proliferation of large international frozen yogurt chains and countless independent retail outlets around the world, introducing a new product category that has conquered consumers of all ages.

Over the years - to respond to market trends and consumer needs - PreGel has ridden the wave of Yoggi®’s success by introducing many other yogurt-flavoured products including the organic version, the version sweetened with Stevia, another with probiotics, one with Greek yogurt flavour and yet others with the taste of fruit yogurt also included are products for smoothies and slushes, and still others for frozen pastry applications like Bavarian creams and semifreddos. Different products to meet the needs of everyone, are united by the unmistakable flavour that, for over 30 years, has made Yoggi® one of a kind.
Yoggi®

The first, the best.

Born from a great intuition, PreGel’s Yogurt gelato contributes to the success of those who have chosen it for over 30 years.

www.pregel.com
info@pregel.com

f  in G+
After Mascarpone, Quark, Cheesecake and Buttermilk, PreGel launches Farm Cheese, a new gelato flavour inspired by another famous cream cheese: traditional German “schmand.” A dairy product obtained from fresh fermented cream, “schmand” has a thick, dense texture and a rich and slightly acidic taste. It is used both in the kitchen and to make many exquisite desserts.

The new Farm Cheese is part of the PreGel Sprint line. It is a complete product that has already been balanced, is gluten-free and without any vegetable fats. Just add milk to prepare a delicious artisanal gelato in a few minutes.

Farm Cheese Sprint faithfully recreates the flavour of Schmand in a gelato version, and is great combined with fruit variegates like Arabeschi® Mandarin Strawberry Extra, or the new Arabeschi® Otto Caramel Biscotto with pieces, enriched with crisp pieces of caramel-flavored cookie.

Furthermore, since gelato with flavours of fresh cheeses is a growing trend, PreGel has developed lots of recipes to help you expand your showcase with original and tempting cake-flavoured gelato tubs inspired by the most famous cheese-based sweets. Ask for them by writing to info@pregel.com!
Farm Cream Cheese

Farm cream cheese meets the freshness of mandarin in a new, tantalizing recipe.

www.pregel.com
info@pregel.com

50 Years TOGETHER

PreGel
Your passion. Our ingredients.

INTERNATIONAL SCHOOL OF CULINARY ART & CULINARY ARTS
pregeltraining.com
Training is a fundamental service in our industry, a service that PreGel has been offering for years to all its customers and investors, around the world. In fact, PreGel's primary task is to support its partners by offering them the tools and knowledge to develop profitable and successful businesses.

To do this, it is not enough to propose high quality products and innovative ideas: it is also necessary to offer complete and up-to-date training that is both practical and theoretical on the use of the products and their possible applications.

Thus, born were PreGel International Training Centers (ITC), not just a simple gelato school on a single campus, but a network of branches throughout the world, aiming to offer all its students the theoretical and practical knowledge necessary to develop profitable and successful businesses.

The International Training Centers (ITC) are a global reality that offer in-depth, comprehensive, and diverse training with gelato and pastry courses designed to meet the needs of both beginners and experienced professionals; consolidated teaching methods that combine theoretical notions in the classroom with intense practical activity in the production area; high-quality teaching standards; and five-star courses held by internationally renowned chefs.

In Italy the ITC is located at PreGel headquarters in Reggio Emilia, and other locations are housed within the main international subsidiaries of PreGel, providing training courses adapted to the local markets and interpretation of trends in the different geographic areas. The United States, Canada, Brazil, Colombia, Germany, Austria, Holland, Poland, Australia, Mexico, Ecuador and Spain are just some of the locations where it is possible to attend our gelato and pastry courses. For the full list of ITC locations and the next classes visit the website www.pregeltraining.com
International Training Centers
School of Gelato & Pastry

Thousands of students, a training network of over 20 locations around the world, and just one goal: your success.

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50 Years TOGETHER

PreGel
Your passion. Our ingredients.

International Training Centers
School of Gelato & Pastry
Seven biscuits and seven flavours of gelato. Dark chocolate biscuits filled with vanilla cream, caramelized biscuits, cream biscuits with dark chocolate cream, and butter cookies with apricot glazing: which of these delights would you like to sample?

Kookie&Cream: black on the outside and white on the inside. In gelato, you can savour delicious milk cream with crunchy dark chocolate biscuits, thanks to the white vanilla-flavoured paste, the creamy chocolate cookie-flavoured variegato and the little decorative cocoa cookies.

Kookie&Caramel: the flavour of caramelized biscuits - also known as “Speculoos” - is now available for gelato in the form of paste with a long-lasting caramelized biscuit taste, a variegato and crumbs of caramelized biscuits.

Kookie&Chocolate: the quintessential American biscuits, with dark chocolate chips in creamy, crumbly shortbread. Once again, for the chocolate chip cookie flavour, the selection is made up of a paste, a variegato and crumbs for gelato.

Kookie Sfogliatine: with a buttery puff pastry paste, a cream variegato and a caramel and apricot paste.

Kookie Free: a cocoa and hazelnut cookie that is totally Gluten Free! That’s right, it contains no gluten, so it is suitable for people who are intolerant to it. The new Kookie flavour comes in the form of a paste with egg yolk and low-fat cocoa, a variegato with milk cocoa cream and cashews, and cookie crumbs.

The latest two additions to the Kookie range are:

Kookie Napolitaner: fragrant wafers with delicious hazelnut cream. Napolitaner wafers got their name because the hazelnuts used were originally harvested in the area around Naples.

Kookie Tango: Alfajor is a name shared by a number of different types of confections made in Spain and South America, whose origins lie in Arab culinary traditions. Biscuits of this kind are combined with Variegato Dulce De Leche and paste with egg yolk.

If gelato is not enough for you, you can create all of the biscuit-based semifreddo flavours you like, as well as sticks, single portions and plated desserts.

With Prodotti Stella, every biscuit can become a gelato flavour, to the delight of cookie fans and experimental food lovers!

For more information, please contact: www.prodottistella.com - info@prodottistella.com
There is more to gelato than the word suggests. Thanks to the many flavour combinations, preparation techniques and presentation methods, the gelato universe keeps on evolving and expanding. Our Big Bang took place 80 years ago. Our mission has always been the same, ever since our company was founded: to spread the quality and image of Italian artisan gelato across the globe. Research, study and innovation are the cornerstones of our daily work. Our aim is to guarantee certified production using only high-quality ingredients. We had this objective in mind when we created the All Natural range. The products are made with unadulterated natural ingredients in their original form. All Natural products do not contain hydrogenated vegetable fats; GMOs or GMO-based ingredients (which are never used in any of Prodotti Stella’s products); artificial colourings, thickeners, stabilizers and emulsifiers; or other artificially made products. We only use natural flavourings. Thanks to our monitoring processes, you can rest assured that your gelato will combine excellent quality with authentic, wholesome flavours. For example, Pistachio Cream Sicilia is exclusively made with selected pistachios from Sicily. Nothing else goes into it. The All Natural range has been expanded to include many new items: bases, cream flavours, fruit flavours, variegato and decorations. The new addition for this year is the Core range of products, which combines all of the features of the All Natural selection with two more characteristics: it contains no added colourings and flavourings (not even natural ones). This is all made possible by groundbreaking extraction technology that condenses the flavours and fragrances of natural ingredients. The resulting products have unparalleled sensory properties that are almost impossible to distinguish from the original fresh products. Core is the new frontier in gelato. It guarantees the integrity and wholesomeness of ingredients. It preserves natural aromatic qualities. And it makes flavours and fragrances unbeatably rich.

For more information, please contact: www.prodottistella.com - info@prodottistella.com
ALL NATURAL PRODUCTS DO NOT CONTAIN:

- Artificial colorings
- Hydrogenated vegetable fats
- Artificial thickeners, stabilizers and emulsifiers
- Genetically modified organisms (GMO)
- Palm oil
- Artificial flavorings

Prodotti Stella S.p.A.
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T +39 0444 333600  F +39 0444 370828
www.prodottistella.com  info@prodottistella.com

www.allnaturalgelato.com
For over 40 years, Reire has been offering the world of food production its consolidated experience in the selection of the best powdered raw materials. Each of its products comes from certified companies that operate within the European community. Reire has a team of specialists that guarantees compliance with the highest standards of quality and safety. For the gelato and pastry business, Reire has developed a complete catalogue of ingredients for the production of high quality artisanal products, like various types of milk, derivatives (cream powder, yoghurt powder, buttermilk powder, etc.), whey protein, all types of sugars, powdered eggs, thickeners, emulsifiers, and vegan products.

In 2006 the company expanded to include an advanced mixing and packaging plant. Customers therefore can choose from more than 300 products from the raw material catalogue and request the production of their own branded products. With this highly professional service, Reire makes it possible for the customer to significantly reduce costs and production times, with the guarantee of always getting the highest quality products. Due to the systems deployed by the company, customers particularly appreciate preparations in which milk, sugar, and proteins are the predominant ingredients. It is possible to request the packaging of mixes and raw materials in branded packaging to meet specific requirements of practicality and simplicity of use.

For more information:
www.reire.com - info@reire.com
WHEN THE RAW MATERIALS ARE GOOD

REIRE, RAW MATERIALS FOR GELATO SHOPS AND PASTRY SHOPS

Reire means high-quality raw materials, constantly checked in our laboratory and tested for over twenty-five years in collaboration with a vast range of clients who appreciate our quality as well as the service we offer.

Reire

Reire srl - Via Rinaldi, 95 - 42100 Reggio Emilia - Tel. +39 0522 308841 - Fax +39 0522 303017

e-mail: info@reire.com - www.reire.com
When you taste a gelato, a mousse or a smoothie that has the intense taste of real fruit, it’s highly likely that the secret ingredient of its goodness is a Rogelfrut puree. These purees are made exclusively from fresh fruit of the best farms and orchards, carefully selected, processed immediately after picking, and frozen, to preserve all its natural properties and to lock in the pleasure of a rich, intense flavour. Rogelfrut purees are preferred by top chefs, baristas, gelato artisans, and confectioners: thanks to the high quality of the fruit they can save 15%-20% on the usual quantities used in their recipes. Furthermore, they are available in many flavours, including two that are particularly popular during this season: strawberry and mango puree. Strawberry is a sweet and fragrant fruit, a critical ingredient in many pastry recipes. In the form of a Rogelfrut puree it becomes even more versatile, for creating classic and innovative pastries that appeal to sweet lovers of all ages. Mango, exotic and aromatic, is a tropical fruit that is becoming increasingly popular and sought after by consumers. For its puree Rogefrut has selected the finest quality, the Alphonso Mango of India, capable of adding an unmatched tropical fragrance to all the specialties it is used in. Find out more about these and other purees at rogelfrut.com. The website is filled with interesting videos and useful information!
IT'S BACK
TO MAKE THE MOST
OF GREAT IDEAS

The reddest, juiciest, and most delicious strawberries are transformed by Rogelfrut into a delicious frozen fruit puree.
Try it yourself in your recipes.

Rogelfrut
WWW.ROGELFRUT.COM
PERFECT TEMPERATURE

Taddia has created a complete range of drinking cups for hot and cold drinks specially devised to maintain the contents at a constant temperature. The hot drink cups are available in different sizes, also with a handle to avoid direct contact with the heat, and the cups can be customised. Use of the revolutionary Double Wall system makes for thermal insulation capable of keeping the drink hot for a very long time. The plastic lids create a perfect seal for takeaways or for immediate consumption. The Taddia range of cold drink cups made of polythene paper is remarkably complete. The cups are available with attractive generic designs or with a bright personalised print. Each cup can be provided with its own plastic lid with a cross cut into it for insertion of the straw.

THE VALUE OF EXPERIENCE

The cups for hot and cold drinks incorporate Taddia’s solid know-how built up over more than 70 years experience. The company was founded in the mid-1940s, with the first cups made of normal paper, with a wooden disk pressed into the base. In the 1960s the first semi-automatic machines were introduced into the company’s factory to make cups that could be made impermeable by creating a thin layer of paraffin. Further technological developments led Taddia to equip its factories with completely automated machines, and by the 1980s the production of gelato cups and drinking cups underwent a total evolution. In the 1990s, the company shifted its premises to Castel San Pietro Terme, at the gates of Bologna (Italy). Today the Taddia range includes lines in paper gelato cups and paper hot and cold drink cups of various types and capacities, with generic or personalised designs.
Taddia.
A palette of solutions to turn your ice cream into art.

You have made your artisan ice cream a work of art, and for you we have researched a palette of solutions to simplify and complete your ice cream shop service.

Paper and plastic tubs, polystyrene containers, hot and cold drink cups in various shapes and sizes, plastic ice cream spoons, spoons for slushes, straws, paper napkins: a full range of disposable products available to you, all researched using state-of-the-art technical principles, and with the utmost regard for the environment. For 60 years, those who have chosen Taddia products have chosen to turn their artisan ice cream into art.

WWW.TADDIA.COM

60 YEARS AS THE COMPLETE SOLUTION FOR ICE CREAM ARTISTS
GELATO SPECIALISTS

Unigel's history has always intertwined with the latest developments in the field of handmade gelato. Founded in 1966 by Luigi Gadda and Fanny Colciago in the budding industrial area of Zingonia, in the province of Bergamo, and located in the manufacturing hub of northern Italy, Unigel is a company specialized in the production of ingredients for handmade as well as for industrial gelato and pastry. Since its early days the company has invested in research and innovation, gaining a primary position in the Italian and international markets for ingredients used in cold production.

At present the company offers a wide range of products to meet the requirements of both handmade and industrial ice-cream producers:

- Nordpol® is a historic brand, registered in Milan in 1936, which is linked to a strong craft tradition in Italy. It includes neutr, bases, pastes, products for "variegate", soft ice, toppings, ready-to-use products etc and is specifically targeted at handmade gelato shops.
- Unigumm® is a brand comprising products designed for large food manufacturers, including thickening agents, stabilizers, gelling agents and other technical products.

The continuous search for customised and innovative solutions, which is one of Unigel’s key points of strength, is carried out in a technologically advanced laboratory by a staff boasting decades of international technical experience. These assets have played an important part in extending the company’s penetration into international markets.

Unigel is in full expansion: the company is currently consolidating existing commercial relations while seeking new partners in order to increase its business even more.

PERFECT BALANCE

Bitter and sweet blend perfectly in an intense flavour, resulting in an intriguing taste for the palate. "Oro paste" with its delicate flavour of condensed milk enriched with honey, combines with the sophisticated taste of "Oro Nero variegate", a dark-chocolate cream mixed with cookie powder. To produce soft, creamy gelato the recipe suggests 50-80 g of "Oro paste" per litre of milk. The variegato can be used as desired in the gelato or to decorate the tray. "Oro paste” is available in 6 kg cartons, while "Oro Nero variegate” is sold in 3 kg buckets.
Creativity has no limits with Unigel.

Rediscover the values of craftsmanship with Unigel Nordpol's semifinished products, formulations, bases and neutrals made exclusively with selected raw materials; create your customized ice-cream and gelato, choose only the noblest ingredients and seduce the market with Sweetness.

With Unigel Nordpol, the only limit is your Creativity.

Via Torino 24, Ciserano loc. Zingonia (BG)
Tel. 035.883154 - info@unigelitalia.com
unigelitalia.com

Since 1936, Nature is the sweetest Story.
YOUR MODULAR SHOP

Giotto 4.5 by Ve.Co.Gel is a design for a modular shop with reduced dimensions (only 4.5 metres in diameter). It is equipped with a visible workroom which can be assembled according to one’s needs. It is made up of 8 units, each of them can be used for a different purpose, as gelato shop, bakery, coffee shop, chocolate shop, milk bar, kebab shop and so on, and, above all, it can be added to over time with one or more units. Giotto 4.5 is made of prestigious materials including stainless steel, painted steel, tempered glass panels, Okite, which make it easy to transport it, to dismantle and to re-built it according to different commercial needs. Overhead power supply, water supply and drains make Giotto 4.5 a fantastic and practical solution to be placed in corridors in shopping centres, in airports... since it does not need any fixed floor drains, thus making it ideal for even the most remote location. Giotto 4.5 is the result of the know-how and the experience that Ve.Co.Gel has developed over many years in the design and production of fully-equipped shop premises. In addition to structures and furniture, the project includes the accessories, necessary materials and staff training in production and sales. It goes without saying that Giotto 4.5 has all the necessary health and safety certification.
MODULATE YOUR BUSINESS

www.vecogel.com
ITALY
Padova - Udine - Verona - Ferrara
Do you want to help spread the great tradition of Italian gelato across the globe by opening up a shop of your own? Then you need to get in touch with the WWG Foundation. Created through a partnership of Sergio Dondoli, Sergio Colalucci, and Giancarlo Timballo, three internationally renowned gelato professionals with different personalities, attitudes and skills, this dynamic business aims to provide a full-fledged consulting service to those who experience the universe of gelato as a personal mission. In order to succeed in the gelato world, it is in fact essential to have a wise mix of ingredients that combine technical expertise, creativity and passion. And this is the philosophy behind the WWG Foundation. WWG - World Wide Gelato - offers first and foremost full support for the opening of a gelato shop: design, drafting of the financial plan, purchase of machinery, furnishings, and equipment, along with all the ingredients that are produced in harmony with the most authentic Italian tradition. It also offers an extensive calendar of training courses of various levels, from beginner to advanced, held periodically at the WWG headquarters in San Gimignano in Tuscany, Italy. Other two WWG campuses are located in Udine and Nettuno, Rome. The three founders pursue crucial objectives like professional honesty, ethical relationships with partners, and respect for the rules: all virtues for which they are recognized in the industry and on which their credibility is based.
The main purpose of the World Wide Gelato Foundation is to transmit, together with his Partners, his Passion and global Gelato Experience to the International Investor who would like to develop his own business in the Artisanal Italian Gelato sector, by supplying a personalized service starting from the Project and the Installation of the local Gelato Shops, including a dedicated Business Plan and Technical Training to the local personnel.

WWG Foundation works in partnership with

www.wwgfoundation.com
Yogorino is a franchising project dedicated to the world of yogurt stores, gelato stores, cafés and snack bars. The company’s mission is to spread the food philosophy that what counts is quality, and to create a retail network at international level. This is a commitment to spread the made in Italy brand throughout the world. The project involves the provision of functional furniture for premises of any dimensions. The modular elements are easy to fit together and the designs are adaptable and do not require a large space or any particular configuration of the rooms available. 30 square metres are all that are needed to open a Yogorino point of sale. The yogurt store is handed over key in hand, complete with signs and installations. The backup includes initial training, ongoing support, and regular updates on innovations. Personalised materials for advertising and sales promotion is guaranteed.

YOGORINO MADE IN ITALY

Yogorino products are probiotic foods, bringing health benefits by stimulating the activity of the digestive system. That is why they are rightly considered to be functional foods, defined by recent nutritional studies as fundamental for the psychosomatic equilibrium of the human organism. Quite apart from their intrinsic balanced nutritional content (carbohydrates, fats and proteins), they trigger reactions that are essential for life, such as probiotic fermentation activated by probiotic fibres, indispensable for a perfect state of health since they reduce the risks of cardiovascular or infectious illnesses or of those related to the immune system.

IN EXCELLENT HEALTH
WHO WE ARE
Year company was founded: 1993
Year franchising was founded: 1998
Direct Sales Stores: 0
Franchise stores in Italy and abroad: more than 300

WHAT WE LOOK FOR
Average surface for each store (sqm.) 30/50
Cathment basin: 10,000 inhabitants
Ideal location: town center, seaside resorts, airports, shopping malls, etc.
Previous experience: Not required
Minimum staff: 1+1
Initial investment from: Euro 30,000.00
Average yearly turnover: Euro 180,000.00/210,000.00

WHAT WE REQUIRE
Entry fee: Yes
Sales Royalties: No
Contract term: 5 years (renewable)

OUR GUARANTEES
1) 17 years in the franchising market
2) producer of semi-finished products
3) research of innovative technological systems
4) development of high quality Italian products

OUR TARGET
creating successful businessmen.

GROSS MARGIN
over 400%

WHAT WE OFFER
Logics, sales, training and technical assistance, exclusivity rights, full know-how, product updates.
Here starts your voyage of discovery into the latest trends and gourmet standard F&B products entering the food retail and mid-upscale dining arena. Powered by Gulfood, The Speciality Food Festival trades next 18-20 September, alongside Seafex Middle East and Yummex Middle East. Visitors including chefs, caterers, restaurateurs, hoteliers and many more can ensure all their creative, operational and buying requirements are realized in preparation for the coming business cycle.

Reflecting the soaring demand for adventurous, upscale dining options, this year The Speciality Food Festival is taking place at Dubai International Hospitality Week endorsed by Dubai Tourism. The event’s position within this wider hospitality platform connects visitors with a broad range of gourmet standard F&B products in addition to front and back of house trends and foodservice technologies that will define their business performance in the fast-moving hospitality arena.

As Dubai World Expo 2020 approaches, the regional hospitality industry affirms its position as one of the fastest growing in the world. Dubai International Hospitality Week is set to attract more than 50,000 visitors, trading at an optimal phase before the hospitality high season. Food professionals will attend from all over the globe to source cost-effective dining apparel, cutting-edge foodservice machinery and technology, high quality cooking ingredients and cosmopolitan F&B options that will define their position in a highly competitive industry. On show you’ll be able to benchmark gourmet and artisan product prices from more than 220 exhibitors across 8,500 square meters of exhibition space, and hospitality solutions from more than 2,000 exhibitors across 90,000 sqm of exhibition space.

Don’t miss the Gelato Championship at Yummex Middle East, the most exciting challenge between world class artisans in the field.
THE EVENTS FOR

SPECIALITY FOOD

PROFESSIONALS

SERVING THE $35 BILLION DEMAND FOR F&B IN THE MENA REGION*
SATISFY YOUR CUSTOMERS’ DEMANDS: VISIT 3 SPECIALIST FOOD EVENTS IN 1 PLACE

Source from 200 international suppliers of gourmet and specialty products
Cherry-pick from 150 global suppliers of superior quality seafood
Do business with 300 international suppliers of confectionery and snacks

SIMPLY REGISTER ONLINE FOR ONE EVENT AND HAVE FREE ACCESS TO ALL THREE:
www.speciality.ae
After eight European editions the Gelato Festival, a prestigious event dedicated to the Artisanal Italian Gelato, it is ready for America. A competition that reward the best Italian and foreign gelato artisans and chef for the flavours they create for the event. A festival “on the road” that travels through Italy, Europe and America bringing goodness, joy, experience, culture...

There’l be four stages: Boulder (29 September - 1 October), Santa Barbara (20-22 October), Tucson (3-5 November), and Scottsdale (17-19 November).

Every city the competition stops in will see up to twelve of the best gelato artisans and chef to compete against each other. Each with an excellent new recipe, battling to win the title of best Artisanal Italian Gelato. In addition to the competing flavours, at every stage there will be new and delicious flavours specially created by the sponsors. And the ingredients? Italian Top-quality, organic, slow food, a mix of goodness that makes each gelato an experience.

It is up to the public and the experts to decide who is the best. On the first day of each stage, the technical jury - composed of professionals and experts - will express its final verdict and will award its 50% to the winner. Members of the public with tickets can also vote for their favourite flavour.

In this way, the technical jury and the public will choose together the best Master Gelato Maker of each stage. The winner will earn a place in the Finals, where just one gelato master will earn the title of Best Flavour in America for the current edition of Gelato Festival.
Are you a gelato artisan or pastry chef? Join us and become famous!

GELATOFESTIVALAMERICA.COM

GELATO FESTIVAL®

America
Irresistible

100% artisanal italian gelato

Be seduced by italian gelato!

BOULDER (SEP 29 - OCT 1) | SANTA BARBARA (OCT 20 - 22)
TUCSON (NOV 3 - 5) | SCOTTSDALE (NOV 17 - 19)
The 21st FHC China exhibition for imported foods and hospitality products will be held alongside the 5th edition of ProWine China from 14 to 16 November 2017 in Shanghai New International Expo Centre. The two events will occupy over 80,000 sqm and include over 2,400 international companies, making it the largest specialist trade show for imported food and wines in China.

FHC China definitely provides a proven platform for all the global food manufacturers, importers and distributors networking and tasting in just three days under one roof.

This year, the exhibition will again include separate areas for different foods and international pavilions: Tea & Coffee China; Meat China; Beer China; Chocolate China; Fresh Produce China and Dairy China, and ProWine China, for wine & spirits. All the specialist product sectors within FHC and ProWine offer buyers the opportunity to easily find their target suppliers quickly and efficiently over the 8 halls covered by these exhibitions.

National pavilions will include Austria, Australia, Belgium, Brazil, Canada, Cyprus, Czech, Denmark, France, Germany, India, Italy, Japan, Korea, Malaysia, Mexico, New Zealand, Poland, Portugal, Russia, Singapore, South Africa, Spain, Taiwan, Thailand, Turkey, UK, USA. All companies will showcase quality imported products including snacks, nuts, spices, canned and fresh foods, coffee beans and machines, dairy products, beverages, confectionary, jams, pasta, meat & seafoods, frozen foods, chocolate and much more.

In recent years, Chinese appetite for imported food has been growing fast as the increasingly wealth population seek more exotic eating. China's food imports saw an annualized growth of 17.4 percent through the 2010-2014 period. The imports came from 213 countries and regions. Asean, European Union, the United States, New Zealand, Brazil, Canada, Russia, Australia, Argentina and the Republic of Korea were the top 10 exporters, accounting for 84.3 percent of the total trade.
Mig, the International Gelato Exhibition held at Longarone (Belluno Province, Italy), is the oldest trade fair dedicated to artisan gelato. It started back in December 1959, transforming the city into the world capital of gelato making. Over time, the expo has assumed an increasingly important role, as testified by the annual attendance of over 25,000 people, almost half of whom are foreign operators from about 50 countries. Particularly significant in this regard is the fact that Artglace, the European Artisan Gelato Confederation, has set up its headquarters at the Longarone Trade Fair. Several also the institutional delegations and the press from all over the world, in 2017 as Russia, Croatia, Argentina, Morocco, Australia, Poland, Slovenia and many other.

During the Mig, conferences are held on the most important issues of the day, and also meetings and international competitions, such as the “Coppa d’Oro” (Gold Cup), which in the edition 2017 will focus on “Almond” flavoured gelato, and the "Carlo Pozzi" Prize (Original Creations Festival), an award reserved to students of Italian hospitality institutes.

Other prestigious prizes are the “Gelaterie in Web” (Gelato Shops on the Web), awarded to the best gelato shop websites and the “Maestri Gelatieri” (Master Gelato Makers) prize, awarded to a family or a person who has made a special contribution to promoting artisanal gelato in the world. Since 2013, Longarone Fiere yearly also promotes, in the frame of the expo, the “Innovazione Mig Longarone Fiere” International Award, showing the results of research and innovation in the products and processes related to the activities of artisan gelato makers. It is a competition among business ideas having an innovative and original content, developed by Italian and foreign manufacturers and/or service companies. The Award is promoted by Longarone Fiere with the support of Aiipa and Acomag.

PROMOTING ITALIAN GELATO AND PROFESSIONAL TRAINING

Alongside Mig, Longarone Fiere Dolomiti is promoting a series of initiatives serving the world of gelato. Mig is always attended by a lot of young people: they are the future talents picking up the baton of the Italian gelato makers that over the past decades have promoted all around the world the very true “gelato” taste, an Italian excellence. Professionalism is always more than the basic requirement to open a gelato shop: training and continuous upgrading of skills are therefore a substantial prerequisite. On the premises of the Conference Centre at Longarone Fiere Dolomiti, a fully equipped gelato laboratory is available during the year to associations and institutes aiming to organize their professional courses for gelato makers.
58th International Gelato Exhibition
Longarone 2017
3rd - 6th December

DOWNLOAD THE E-TICKET
FOR MIG 2017
www.mostradelgelato.com/ticket
Sigep is the undisputed leading International Trade Show of Artisan Gelato, Pastry, Bakery and the Coffee World organized by Italian Exhibition Group, a merger of Rimini Fiera and Fiera di Vicenza. It targets professionals from all over the world, offering a complete and modern selection of raw materials, ingredients, systems and equipment, furnishings and services. Sigep is a truly global showcase that gets a jump on trends, rewards trade talent, invests in younger generations, promotes Italian excellence to the world, and brings world-class excellence to Italy. The competitions most closely watched by trade professionals are held here: The Gelato World Cup and Gelato Challenges, The Pastry Queen international championship for women, the Italian Seniors Championship, the Star of Chocolate, and other championships for Italian baristas and bread bakers. To better link supply and demand, for years Sigep has offered the Top Buyer from Five Continents project, allowing foreign exhibitors and buyers to set the agenda of relationships to be developed at the fair.

Sigep’s latest edition recorded the presence of 208,472 professionals (+3.5%), of which 41,827 were international (+29%) coming from 170 countries. 1,250 exhibitors covering 118,000 square meters, with an increase of 5,000 square meters over the previous year. And for the 39th edition in 2018 a further increase in floor space is planned, reaching 129,000 square meters. Competitions on the calendar include the Gelato World Cup, the Italian Chocolate Championship, the international Pastry Queen competition for women, the Italian Seniors Pastry Championship with the winner going on to the Coupe du Monde de la Pâtisserie in Lyon, and the seven Italian championships valid for the World Coffee Event circuit.
Gelato | Pastry | Chocolate | Bakery | Coffee

WOW

Sigep

The sweetest business experience

20 - 24.01.2018

RIMINI Expo Centre

ITALY

39th International Trade Show of Artisan Gelato, Pastry, Bakery and the Coffee World

www.sigep.it

IN COLLABORATION WITH

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ITALIAN TRADE AGENCY

ORGANISED BY

ITALIAN EXHIBITION GROUP

A member of Rimini Fiera and Fiera di Vicenza
EVERYTHING’S READY FOR THE WORLD CUP

20-23 JANUARY 2018 - WWW.COPPAMONDOGELATERIA.IT

Organized by Gelato e Cultura and Sigep of the IEG Italian Exhibition Group, the Gelato World Cup is for masters of gelato, pastry, chocolate, ice sculptors and haute cuisine selected from the best professionals on the five continents. It’s a challenge that is held every two years, offering a unique opportunity for competing and stimulating individual development.

Sigep is the largest and most comprehensive B2B trade fair in the world dedicated to gelato and artisanal sweets, maintaining and strengthening its undisputed leadership since 1980. Italy was awarded the top position on the podium in the 7th edition of the Gelato World Cup held in 2016, winning its fourth title after 2006, 2008, and 2012, followed by Spain and Australia, which in 2018 will both return with the same teams looking to win the world title, currently putting in long hours of practice. Also participating are Argentina, Colombia, France, Japan, Morocco, Mexico, Poland, Switzerland, United States and the new entry Ukraine.

Italy will be missing, the undisputed heavyweight of recent editions which, according to the rules, will skip a turn as it is the current title holder. The 12 teams will consist in a gelato artisan, a chef, an ice sculptor, and a pastry chef led by a Team Manager, for a total of 60 contestants and 14 international judges. The teams will compete in seven rounds: decorated tray of gelato, gelato cake, decorated cup, haute cuisine entrée with savoury gelato, mystery box, artistic centerpieces made of ice and brittle, gelato snacks. The competition will conclude with the final Grand Buffet and the official presentation of all the works produced.
20-23 January 2018
Rimini Expo Centre
Italy

Gelato World Cup
8th edition

the world trials

DECORATED GELATO BOWL
Back as a trial

PRESENTED ON WATER ICE BASE

DECORATED CUP
Three hot finger food combined with gourmet gelato (Gastronomic gelato)

MYSTERY BOX
Ability test requiring the creation of TWO GELATO RECIPES with ingredients revealed on the spot

GELATO CAKE
Presented on water ice sculpture

ENTRÉE

ARTWORKS
Water Ice Sculpture, Ice water baseboard, croccante based stand

PRESENTED ON CROCCANTE BASED STAND

SNACK OF GELATO

FINAL GRAN BUFFET
Presentation of all the exhibits


Platinum sponsor:

Comprital Group

Valrhona

Electrolux

Organized by:

Italian Exhibition Group
A merger of Rimini Fiera and Fiera di Vicenza

At:

Sigep
Gelatissimo will be opening its doors for the fifth time in Stuttgart on 3-7 February 2018. Its partnership with Intergastra, a leading European trade fair in the hotel and gastronomy sector, has proven fruitful over the years. Stuttgart’s exhibition grounds have expanded to accommodate the continued growth of this industry gathering in 2018. Gelatissimo and Intergastra will combine to cover a total of 115,000 square metres, 15,000 of which will focus exclusively on the latest products, hot trends, and cool ideas in the artisanal gelato sector.

“Hall 10 will be ready by the time Gelatissimo kicks off,” affirms Ulrich Kromer, CEO and executive board spokesman at Messe Stuttgart. “Our growing exhibition grounds are offering new opportunities to Gelatissimo and its exhibitors. The gelato industry will be right at home in the space we’re adding, and the expansion of our western entrance will facilitate additional possibilities and an optimal infrastructure.”

Thanks to Messe Stuttgart’s additional hall, the new plans for Gelatissimo and Intergastra 2018 will further enhance the topical variety that already sets this duo apart from the competition. “Exhibitor demand is high at Gelatissimo, which is why we’re making even more room for all the cold treats it will put on display next year,” reports Markus Tischberger, project manager for Gelatissimo. “The range of subjects in artisanal gelato is always growing, and the considerable interest in them made our decision to expand an easy one.”

Europe’s gelato specialists, shop owners, and cafe managers are sure to encounter all of the topics of interest to them. One key topic on the exhibition stands will be the new varieties of gelato which manufacturers and gelato shops will offer in summer 2018. So questions like which flavours are “in” at the moment, and what modern gelato shops customers are looking for, is the focus of the largest gelato trade fair north of the Alps.

In the adjacent Hall 8, the Stuttgart Coffee Summit will also be taking place in its own separate space. The close proximity of these two growing segments of the to-go market promises to give both gelato and gastronomy professionals fresh ideas for helping their businesses succeed.
GELATISSIMO
World of gelato
3.–7.2.2018 | Messe Stuttgart (DE)

Visit the only gelato trade fair north of the Alps.

• Discover the industry’s wide diversity and high quality, as well as new ideas and suitable solutions for your success.
• Use the opportunity to exchange ideas and network at one of Europe’s most modern trade fairs.
• Enjoy one-of-a-kind event highlights aimed at those with a real passion for the gelato trade.

Conceptual sponsors:

In conjunction with:

www.gelatissimo.de/en
#gelatissimo18
Debuting in 2018, Balcanika Expo is the new trade fair scheduled to be held in Tirana dedicated to the bakery, pastry, gelato, pizza, and restaurant industries. Particular attention will be focused on excellent products Made in Italy including machinery, equipment, raw materials, semi-finished ingredients, finished products, and furnishings.

Reserved for professionals of the sectors presented, the event is promoted by D.M.P. with a specific goal: to create new opportunities for commercial development for manufacturing and commercial businesses in a rapidly evolving market, mainly in the field of tourism.

To provide exhibiting companies with a highly professional service, D.M.P. offers all the support needed to deal with bureaucratic and customs procedures.

Balcanika Expo takes place in the futuristic structure of Expo City, strategically located just six kilometres from the Tirana international airport, a regular stopover of the most important low cost airlines with daily connections from all over Europe.

The event will be supported by a massive communications campaign that will involve TV, radio, press and trade magazines, with a view to disseminate knowledge of the new event in all Balkan countries.

Specializing in the promotion of wide-ranging international events, D.M.P. organizes the professional events Pa.Bo.Gel. in Rome and Levante Prof in Bari and is the publisher of the magazine Panificazione&Pasticceria.
panificazione • pasticceria • gelateria • pizzeria • ristorazione

14 - 17 Marzo 2018
A COMPLETE PARTNER FOR TRADE FAIRS

The Organizzazione Vittorio Caselli operates in the following product sectors: agriculture - food and wine - interior design and furniture - catering and hospitality equipment - consumer and producer goods - communications - packaging, food processing - wood (machines and technology) - plastics and rubber - health - print machines and products - textiles (machines and equipment) - transport; etc.

SERVICES OFFERED
Booking of exhibition area and sale of display spaces - Stand set-up: standard set-up, personalised set-up, Italian pavilions - Arrangements for travel and accommodation, hotel bookings, visa information - Arrangements for transport of merchandise - Internationalisation services.

NEW SECTION FOR GELATO

COLLECTIVE REPRESENTATION
On numerous occasions the Organizzazione Caselli has privately managed collective Italian trade fair representation, grouping together Italian companies with key-in-the-hand services. There are numerous advantages to collective participation in an international exhibition, especially in trade fairs where the majority of exhibiting countries are grouped together under the same flag. These advantages include: enhanced visibility in the display pavilion; support before and during the trade fair, with minimal stress for the client; quality of the display set-up, superior to the standard arrangements provided by the trade fair organisers.

PLUS
The Organizzazione V. Caselli is involved in the organisation of numerous trade fairs for the agro-alimentary, catering, and hospitality equipment sector. Some of these events take place in Europe, but most of them are concentrated in the Middle East and South-East Asia, where the greatest growth in Italian agro-alimentary exports is anticipated. A Trade Fair agent ensures efficient service through all stages. This is tangible benefit accruing to the client through every action performed by the Organizzazione Vittorio Caselli.
The Organizzazione Vittorio Caselli Spa (OVCSpa) has been operating in Florence in the international trade fair sector for over 60 years, having begun in 1956 (when Vittorio Caselli organised Italian participation in the U.S. World Trade Fair in New York). In Italy, the Organizzazione Vittorio Caselli Spa (OVCSpa) represents some of the most important trade fair organisations in the world, and coordinates the Italian pavilion at numerous international trade fairs.

The goods exhibited in the specialised trade fairs vary across all fields of machinery and consumption. A large number of these trade fairs cater for the agro-alimentary, catering, hospitality, baking, confectionery and gelato sectors.

Some of the trade fairs managed by the Organizzazione Vittorio Caselli Spa:

- Hofex
- Gulfood
- FHC China
- FHA
- Sixha
- Europain
- Intersuc

...and lots more!

Organizzazione Vittorio Caselli Spa
Via Magenta, 19 50123 Florence - Italy
Tel. +39 055 284292 - Fax +39 055 283364
Email: caselliorg@caselli.it - www.caselli.it
Market & job

An important company skilled in gelato products based in North Italy is looking for gelato experts to carry out demonstrations, also available to frequent business trips abroad. Fluent knowledge of English is required. Please contact: mobile ph +39 335 7461906

Renting well-established gelato shop, opened 5 years ago and located in a central zone of passage, with 35 seats inside and 35 outside. Monthly turnover: € 20 thousand approx. Monthly rent: € 1,200, € 90 thousand for equipment transfer. Location: Schrobenhausen (Bavaria), 17 thousand inhabitants, near Ingolstadt, (70 km north from Munich). Please contact: info@in-24.de

Bakery professional specialized in sweet and savoury preparation, and even in gelato making, is looking for job. Also available immediately for abroad; accommodation required. Please contact: Pasquale Fiorenza ph +39 081 8491988 / +39 339 8197608

We are looking for gelato master - gelato technical consultant for the export department. Main responsibilities:
- preparation and execution of customer seminars and courses in Langenfeld and for wholesale dealers and importers worldwide
- performance of product and competitor comparisons
- attendance at trade fairs and exhibitions in Europe and Asia
- regular further training in the field of gelato labs, gelato parlours and the sale of gelato
- You provide competent support to assist clients in a wide range of projects and applications of our products in their manufacturing processes
- initiating and training new sales staff
- advice and training of dealer-sales reps worldwide

We expect:
- several years of experience in craft/diary gelato manufacture
- knowledge of English and, ideally, also Italian language, further languages would be desirable
- a systematic and precise approach and a communicative working style linked to customer orientation and an aptitude for teamwork
- skills in modern office communication systems (e.g. MS Office)
- willingness to travel a lot

Please send your application documents by mail to hr-dreidoppel@dreidoppel.de

I’m selling for personal reasons a successful gelato shop with demonstrable incoming, recognized by TripAdvisor among the top restaurants in the city and by the web portal Dissapore among the 25 best gelato shop in the world. I give away full equipment and recipes (all of my property) as to maintain customer satisfaction and the success of the local. Possibility of training. Location: one of the most popular place in Costa del Sol, Spain. Contacts: ph. +34645042594 - Christian and Andrea

I am looking for a gelato maker, whether expert or not, available to move to an African capital to open a new gelato shop in a mall. Work availability is required throughout the year. Please send your curriculum to Marco Biffi E-mail: marco.biffi@yahoo.it Mobile. + 39 334 9898589

This section is at your disposal for free advertisements on job opportunities, buying and selling of real estate, and equipment. For more information please write to info@puntoitaly.org
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The Website

THE ITALIAN MAGAZINE FOR INTERNATIONAL BUYERS IN GELATO, PASTRY AND TRENDS FOOD-AND-DRINK
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